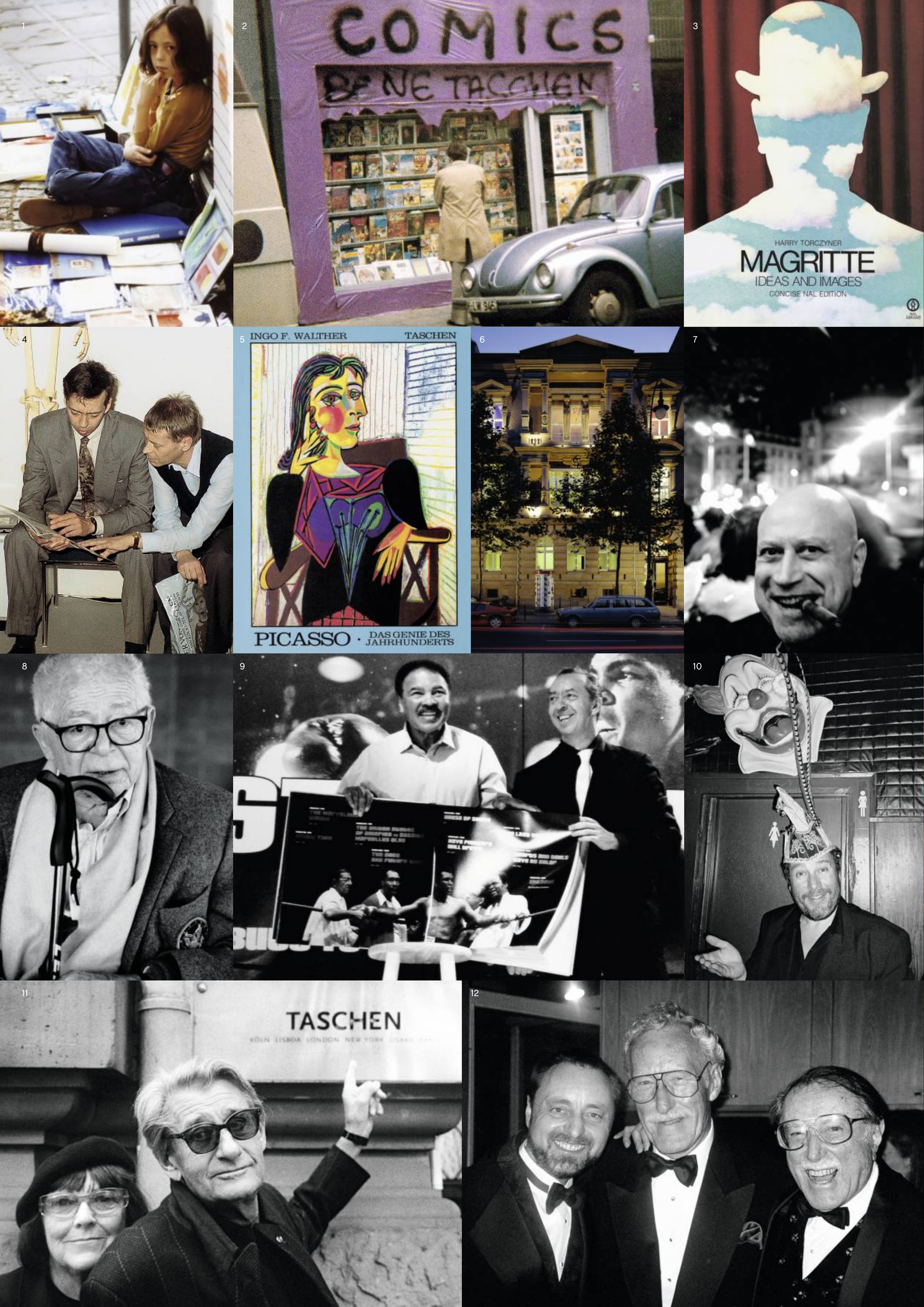


TASCHEN

Est. 1980

Spring/Summer 2010


1
2
COMICS
3
HARRY TORCZYNER
MAGRITTE
IDEAS AND IMAGES
CONCISE NAL EDITION
4
5
INGO F. WALTHER
TASCHEN
PICASSO · DAS GENIE DES JAHRHUNDERTS
6
7
8
9
10
11
TASCHEN
12

Comic beginnings, surreal success and magical artists

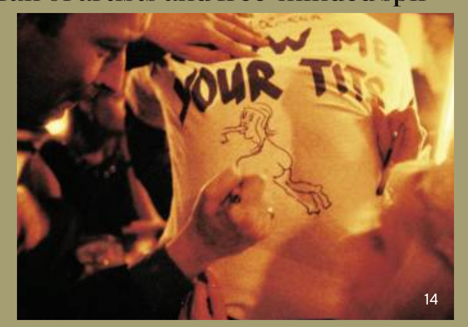
Dear Bookworms,

Thanks to your continuous support, little Bene's open-air art gallery in front of Art Cologne (40 years ago, picture 1) and the TASCHEN Comics shop (30 years ago, picture 2) turned into a real publishing house (picture 6).

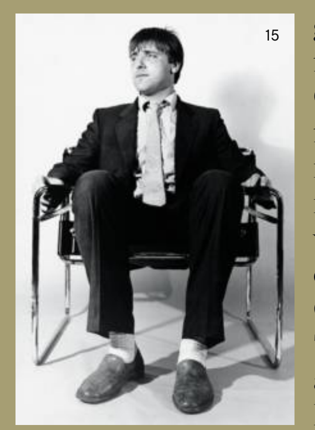


When I was a boy, I appreciated people who treated me like an adult, because my interests were different from those of most of my peers; my mind was full of stories and pictures, and I was permanently looking for inspiration and food for thought. By respecting my passions—books, movies, art, and so on—my family and mentors helped me to grow and turn my imagination into reality.

At the top of my wish list for birthdays and holidays were art books, which were more expensive than the regular boy's toys. And young me—fully aware of the fact that I was a lucky and privileged child raised by liberal and unconventional parents—sensed early on that books could open doors to different worlds, and that a world full of artists and free-minded spirits was the world I wanted to be part of.



I thought that others might feel the same if books became more affordable and accessible. Luckily this has been confirmed by millions of readers who have bought our art monographs, starting with the first ones published in 1985. Our gang of young punks from Cologne became an international success story: in the 80s the key players were our two authors and editors, Ingo F. Walther and Gilles Néret (pictures 4 and 7, sadly both no longer alive) and our brilliant sales mind, Ludwig Könemann (picture 15, alive, but for two decades no longer with us). They laid the foundations for what became a truly international team of highly skilled and outrageously creative folks who have edited, designed, produced, promoted and sold more than two thousand subsequent titles.



This year we celebrate our 30th anniversary. As the proud publisher of the greatest artists of our time who have inspired millions of people around the globe, we continue to stick to our credo: don't underestimate or bore your audience.



Thanks again for your loyalty these past 30 years. Hopefully this will continue to work out in the future as well.

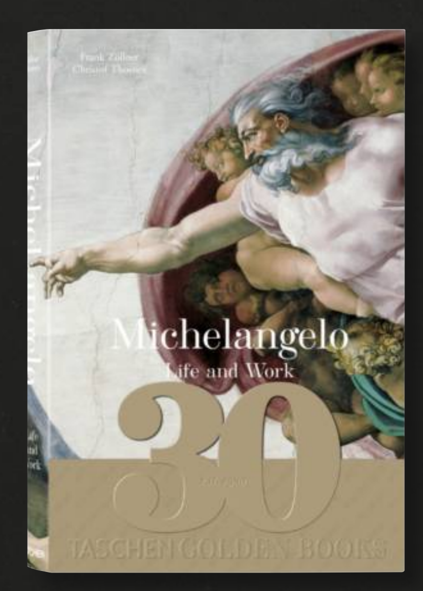
Peace,

Benedikt Taschen, May 2010

1. Benedikt Taschen selling his vampire paintings in Cologne, Germany, 1970.
2. TASCHEN COMICS shop in Cologne, Germany, 1980.
3. Penniless Benedikt borrows money to buy 40,000 remainders of a Magritte book printed in English, 1984.
4. Ingo F. Walther and Benedikt at the Frankfurt Book Fair, 1985.
5. The very first TASCHEN original publication and the first book in the Basic Art series, Picasso, 1985.
6. TASCHEN relocates into a rare 19th-century mansion in Cologne, 1990.
7. Gilles Néret at the Café Flore in Paris, 1999.
8. Billy Wilder at the Chemosphere House, 2001. © William Claxton.
9. Muhammad Ali and Benedikt Taschen with GOAT at the Frankfurt Book Fair, 2003.
10. Philippe Starck, Cologne, 2000.
11. June and Helmut Newton, Cologne, 1999.
12. Frans Lanting, Bill Claxton, and Julius Shulman celebrate at the Chemosphere House, Hollywood, 1999.
13. A poster features Benedikt's daughter, Marlene (3), announcing "I don't want a taschen-book, I want a book by TASCHEN!" (You see, "TASCHEN" means "pocket" in German.), 1986.
14. Martin Kippenberger signing Cicciolina's T-shirt, 1991.
15. Ludwig Könemann, 1981.
16. Amanda Lepore and Benedikt Taschen at the *Artists & Prostitutes* launch party, 2006.

Il divino

A glorious exploration of Michelangelo’s works



Michelangelo. Life and Work
Frank Zöllner, Christof Thoenes
Hardcover, format: 24.5 x 37.2 cm
(9.6 x 14.6 in.), 368 pp.

30 YEARS NICE PRICE
€ 29.99 / $ 39.99 / £ 27.99

“If a visit to the Sistine Chapel is not on the cards, this magnificent new book is the next best thing . . .”

—*The Sunday Express Magazine*, London

TASCHEN GOLDEN BOOKS



Before reaching the tender age of thirty, Michelangelo Buonarroti had already created the *Pietà* and *David*, two of the most famous sculptures in the entire history of art. Like fellow Florentine Leonardo da Vinci, Michelangelo was a shining star of the Renaissance. His achievements as a sculptor, painter, draftsman, and architect are unique—no artist before or after him has ever produced such a vast and wide-ranging oeuvre. This survey of Michelangelo's life and oeuvre is the reference for every art lover.

Bacchus, 1496/97
Florence, Museo Nazionale del Bargello

TASCHEN GOLDEN BOOKS

Masterpieces under the microscope

From ancient Egyptian papyrus scrolls to 20th century works: painting's hidden secrets revealed

"Unravels the symbolism, located in plain view in many Old Masters, that remains overlooked by many of today's observers."
—*Adventures*, New York



100 Masterpieces in Detail
Rainer & Rose-Marie Hagen
Hardcover, 2 vols. in a slipcase, format: 20.5 x 28.5 cm (8.1 x 11.2 in.), 770 pp.

30 YEARS NICE PRICE
€ 39.99 / $ 59.99 / £ 34.99



Does the victim's head have the painter's features?

TASCHEN GOLDEN BOOKS



Why is the murderer wearing the white of innocence?

What is the old maid waiting for?

The lovely Jewish widow Judith, who beheaded an Assyian leader because he had threatened the lives of her people, was held up as a shining example by religious fanatics. Caravaggio's subject was highly typical of the time of the Counter-Reformation.

Rose-Marie and Rainer Hagen provide answers to these and other questions about 100 world-famous works of art. Guiding our eye to revealing details, they also shed fascinating light on fashions and lifestyles, loves and intrigues, politics and people, and transform our encounter with art into exciting adventure.

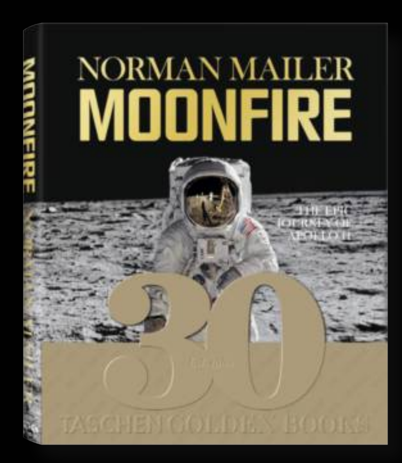
Caravaggio. *Judith und Holofernes*, c. 1599. Rome, Galleria Nazionale d'Arte Antica
Archivio Fotografico Soprintendenza Speciale per il Patrimonio Storico Artistico ed Etnoantropologico e per il Polo Museale della città di Roma, Rom/Luciano Romano, Neapel

TASCHEN GOLDEN BOOKS

And the moon came nearer...

The epic journey of Apollo 11

"*MoonFire* is the greatest book I have ever seen. The photography is unparalleled...It is more than just a book, it is an experience."
—*American Photo*, New York



Norman Mailer
MoonFire: The Epic Journey of Apollo 11
Hardcover, format: 27 x 32.6 cm
(10.6 x 12.8 in.), 348 pp.

30 YEARS NICE PRICE
€ 29.99 / $ 39.99 / £ 27.99

It has been called the single most historic event of the 20th century, and no one captured the men, the mood, and the machinery like Norman Mailer, one of the century's greatest writers. Illustrating this volume are hundreds of photographs and maps from the NASA vaults, magazine archives, and private collections.

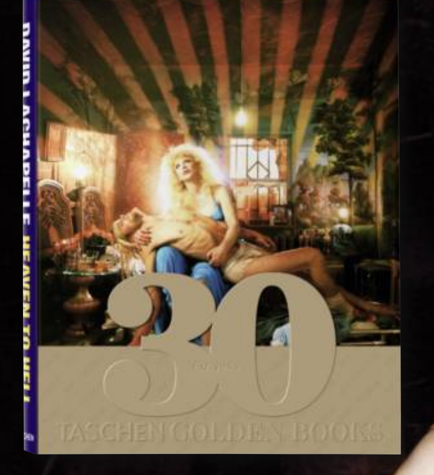
Originally published as a TASCHEN Limited Edition, Norman Mailer's *MoonFire* sold out instantly and earned accolades from critics the world over. Now the book you couldn't get your hands on is finally available again in an affordable edition!

Neil Armstrong turns the camera to capture the LM (Lunar Module), 200 feet (60m) away on the lunar surface. Photo © NASA

TASCHEN GOLDEN BOOKS

The Fellini of photography

Life on Planet LaChapelle



David LaChapelle
Heaven to Hell
Hardcover, format: 27.8 x 35.5 cm (11 x 14 in.), 352 pp.

30 YEARS NICE PRICE
€ 29.99 / $ 39.99 / £ 27.99

"A riot of colour and kitsch, *Heaven to Hell* dissects contemporary pop culture—fame, fashion, gender and glamour—at its apocalyptic prime."

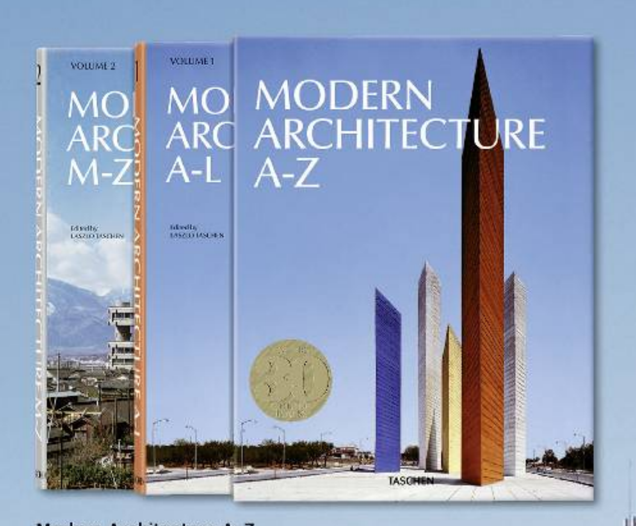
—*Harpers and Queen*, London

Heaven to Hell is an explosive compilation of new work by the visionary photographer. Using his trademark baroque excess, LaChapelle inverts the consumption he appears to celebrate, pointing instead to apocalyptic consequences for humanity itself. While referencing and acknowledging diverse sources such as the Renaissance, art history, cinema, the Bible, pornography, and the new globalized pop culture, LaChapelle has fashioned a deeply personal and epoch-defining visual language that holds up a mirror to our times.

Amanda Lepore, Mirror Image, 2001. © David LaChapelle

The A-Z of modern architecture

An unprecedented architecture encyclopedia



This 2-volume set puts the architects in the spotlight, profiling individuals to provide a clear overview of their work. Each entry features a portrait, quote, and short biography as well as a description of important works, and historical context. The book's A to Z entries cover not only architects but also groups, movements, and styles from the 19th to the 21st centuries. A comprehensive resource no architecture professional, fan, or student should be without.

Modern Architecture A–Z
Laszlo Taschen (Ed.)
Hardcover, 2 vols. in a slipcase,
format: 23.8 x 30.5 cm (9.4 x 12 in.), 592 pp.

30 YEARS NICE PRICE
€ 39.99 / $ 59.99 / £ 34.99

Kenzo Tange, Yamanashi press and broadcasting center, Kofu, Japan, 1964–1967
Photo © Shinkenchiku-sha



Fireworks by Ryōgoku Bridge (plate 98).
© Ota Memorial Museum of Art, Tokyo

Ceci n'est pas un livre, ceci n'est pas un film...

An uncommon case of seduction, secrets, and suspense

Bettina Rheims and Serge Bramly's *Rose, c'est Paris* is both a photographic monograph and a feature-length film on DVD. This extraordinary work of art, in two different but interlocking and complementary formats, defies easy categorization. For in this multi-layered opus of poetic symbolism, photographer Bettina Rheims and writer Serge Bramly evoke the City of Light in a completely novel way: this is a Paris of surrealist visions, confused identities, artistic phantoms, unseen manipulation, obsession, fetish, and seething desire.

Equal parts erotica, fashion shoot, art monograph, metaphysical mystery, social and cultural archaeology of the French capital, and neo-noir arthouse film—*Rose, c'est Paris* is the steamy tale of twin sisters, known only as B and Rose, and a third principal—the city itself. An abduction leads to a detective story that unfolds in the streets, cafés, cabarets, museums, abandoned factories, and grand hotels of Paris. What happened to the missing sister? Was there a plot? Was she really kidnapped? Is she alive or dead? Is it in fact a case of mistaken identity? Rheims and Bramly create a series of extraordinary tableaux suggesting all these possibilities and many more, featuring a host of celebrity figures including Naomi Campbell, Michelle Yeoh, Monica Bellucci, Charlotte Rampling, Valérie Lemercier, Inès Sastre, Anna Mouglalis, Audrey Marnay, Anthony Delon, Rona Hartner, Jean-Pierre Kalfon, Azzedine Alaïa, Louise Bourgoin, and Hélèna Noguerra.

Fetishistically boxed up in a retro attaché case are souvenirs of this curious tale: a rose, a mask, an Eiffel Towel statuette (perhaps a murder weapon?), a booklet, a DVD, and of course the photo book itself. Invoke your inner detective: set the case before you, flip open the rusty latches, and devour the evidence.

A multi-layered opus of poetic symbolism, *Rose, c'est Paris* presents a city of surrealist visions, confused identities, obsession, fetish and seething desire.

Available in XL-format limited to 1,700 copies, each numbered and signed by Bettina Rheims and Serge Bramly.

The first 200 copies come with a signed and numbered silver gelatin print.

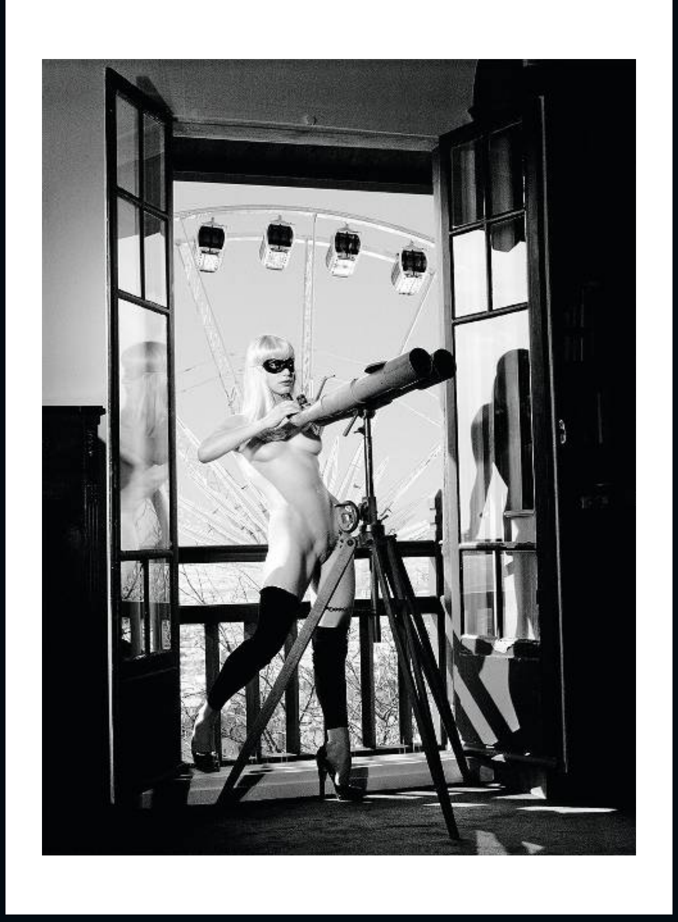


Bettina Rheims, Serge Bramly
Rose, c'est Paris
Hardcover, booklet, DVD (138 minutes), and further objects in a suitcase, format: 29 x 40.5 cm (11.4 x 15.9 in.), 332 pp.
€ 750 / $ 1,000 / £ 650





***Rose, c'est Paris*, 2009**
© Bettina Rheims



***Magic City III*, 2009**
© Bettina Rheims



"Bettina Rheims does not take photographs; she constructs compositions, like a painter."

—*Le Monde*, Paris

Limited to 1,700 numbered copies, each signed by Bettina Rheims and Serge Bramly

This cloth-covered suitcase contains:

- **Hardcover with 212 duotone photos**
- **DVD** feature-length film **directed by Serge Bramly**
- **Spiral-bound companion booklet**
- **Rose, Eiffel Tower statuette, and Fantômas mask**

Art Editions: No. 1–200

- Limited to two editions of 100 numbered copies, each with a numbered original print signed by Bettina Rheims
- Copies 1–100 come with *Rose, c'est Paris*, 2009
  30 x 40 cm (11.8 x 15.8 in.)
  € 1,500 / $ 2,000 / £ 1,250
- Copies 101–200 come with *Magic City III*, 2009
  30 x 40 cm (11.8 x 15.8 in.)
  € 1,500 / $ 2,000 / £ 1,250

Collector's Edition No. 201–1,700

- Edition of 1,500 numbered and signed copies
  € 750 / $ 1,000 / £ 650

Left page:
Paris diadène, 2009
© Bettina Rheims







"TASCHEN has turned the book as collectible sculptural objet from avant-garde oddity into luxury commodity, and *Rose, c'est Paris* is eminently worthy of any everyman museum. A mystery mixing Duchamp, De Sade, haute bohemia and top models is merely one element enclosed in an elegant attaché."

—*The Art Newspaper*, London







LES MANÈGES INSIDIEUX DES SOUVENIRS



Right page: *Ronde de nuit*, 2009



The soul of New York

A photographic journey through the history of the world's greatest city



New York. Portrait of a City
Reuel Golden
Hardcover, format: 25 x 34 cm (9.8 x 13.4 in.), 560 pp.
only € 49.99 / $ 69.99 / £ 44.99

Also available

Paul Himmel, Brooklyn Bridge View, 1950.



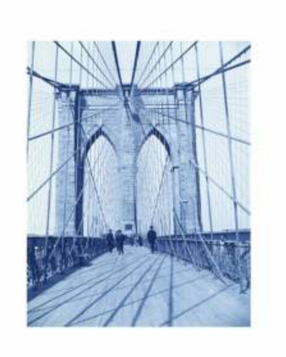
This book presents the epic story of New York—560 pages of emotional, atmospheric images from the earliest known photo to the present day. Filled with hundreds of quotations and references from books, movies, shows and songs, the city's fluctuating fortunes are all represented—from the wild nights of the Jazz Age to the hedonistic disco era, from the grim days of the Depression to the devastation of 9/11 and its aftermath. Featuring the work of over 150 celebrated photographers, this book is a remarkable tribute to the metropolis and its heritage, and pays homage to the indomitable spirit of those who call themselves New Yorkers.


LOANS
ON DIAMONDS
WATCHES-JEWELRY
CONSOLIDATED LOAN CO.
134 FULTON ST.
Chesterfield
WONDER BREAD
WHITEHALL HOTEL
CANDY SODA
839
852
LOANS
LOANS
LOANS
SCHWARTZ
BROS.
229 GRAND ST.
NEW YORK

Top: Anonymous. Mulberry Street, 1900.

Left page: Charles Cushman. South Ferry, 1941.







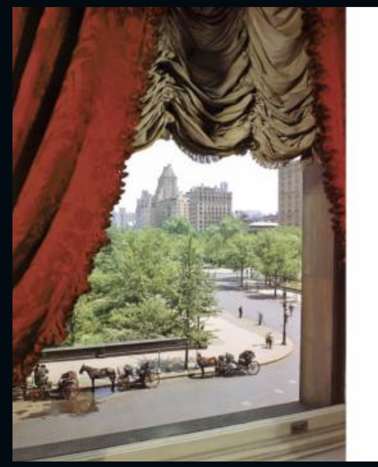














"…I like cities, and New York is the only real city-city."

—Truman Capote, *Paris Review*, 1957





Below: Esther Bubley. People getting on the Third Avenue elevated train on the East Side of Manhattan, 1951.
© Esther Bubley – Courtesy of Esther Bubley Archive

Right page: George Karger. Sugar Ray Robinson, one of the greatest boxers of all time, with his flamboyant flamingo-pink Cadillac outside his bar/café Sugar Ray's in Harlem on 124th Street, 1950.
© George Karger – Time & Life Pictures/Getty Images


Sugar Ray's
SUGAR RAY'S
SUGAR RAY'S
Ray Robinson Enterprises
2076-7TH AVE.
Restaurant
Ray Robinson Enterprises
Ray Robinson Enterprises



The most expensive book of the 20th century is back!

An homage to one of the world's most influential photographers. Revised by June Newton.

"You will own a piece of art history."

—*Quintessentially*, London



"It's been ten years since Helmut Newton's book of superlatives, *SUMO*, was published. Now, in this jubilee year . . . a new edition which has every chance of becoming the Photo Book of the Year."

—*Foto Magazin*, Hamburg



5th printing: NOW AVAILABLE

Helmut Newton.
revised by June Newton
Hardcover, format: 26.7 x 37.4 cm
(10.5 x 14.7 in.), 464 pp., plus
"The Making of Helmut Newton's SUMO"
booklet and acrylic book stand
only € 99,99 / $ 150 / £ 99,99





Left page: Catherine Deneuve, Nouvel Observateur, Paris 1983 © Helmut Newton Estate



Hollywood, December 1997:
Benedikt Taschen with the handmade dummy of SUMO when first presenting his idea of producing a gigantic book to stunned Helmut and June Newton.
Photo: Helmut Newton





Monte Carlo, February 1999:
While June Newton is finalizing the picture edit, Helmut Newton is putting his signature on the pages which were subsequently bound into SUMO. Signing the entire print run of 10,000 copies plus 200 artist's proofs over
a period of five months was not Newton's favorite part of the production.
Photos: Helmut Newton/Alice Springs







Cologne, September 1998:
Helmut and June Newton checking the proofs with TASCHEN's Head of Prepress Horst Neuzner. Up to six proofs per print were necessary to meet their perfectionist quality standards.

Ten Years After

One day in Los Angeles in the year 1997 Helmut received a call from Benedikt Taschen, the German publisher, who was staying in a hotel minutes away from ours and told him he had something to show him. So, Helmut went off to see what it was. Shortly after, I received a call from Helmut telling me to drop everything and come at once. I obeyed his order and walked the few blocks to Benedikt's hotel and took the lift to his suite, to find Benedikt and Helmut awaiting my reaction to what eventually became known as SUMO – the most expensive 20th-century book at a charity auction in Berlin on 6 April 2000.

A magnificent piece of work, the brainchild of a publisher who was to change the world of publishing. A daring maverick of a man. I fell in love with it immediately. It was an empty maquette, except for a few printed pages. One of which was a snap that Helmut had taken of me in our apartment in the Marais in Paris. It was taken after dinner one evening in our kitchen. I was wearing an Ossie Clark peignoir and Helmut, who always had a camera ready, asked me to open up, but Benedikt's wit had nothing to do with my immediate reaction to something I'd never seen before.

Helmut was reticent but I wasn't. That evening began a lifelong friendship and it is fitting that, in Helmut's absence, "Ten Years After", this smaller edition of SUMO will coincide with an exhibition of the original pages from the book that many admirers of Helmut's work could not afford to buy.

—June Newton

SUMO: A Landmark Revisited

Helmut always demonstrated a healthy disdain for easy or predictable solutions. SUMO – a bold and, certainly within the traditions of photography, an unprecedented publishing venture – was an irresistible project. The idea of a spectacular compendium of images, reproduced to exceptional page size and to state-of-the-art origination and printing standards, emerged from an open, exploratory dialogue between photographer and publisher. Helmut liked to probe possibilities, ever eager to rethink the ways in which he could develop and extend the all-important interface between his work and his audience. The magazine page had been the constant on which he had built his career; from the mid-1970s, books and exhibitions offered further opportunities, allowing him to exploit more extended picture sequences and significant changes of print scale. Here, with the physically commanding SUMO, weighing in – boxed and shrink-wrapped – at 35.4 kilos, Helmut created, at the close of the 20th century, a landmark book that would stand head and shoulders above anything that had been attempted conceptually or technically before. SUMO, complete with its bespoke lectern, set an ambitious new standard – a book with the dimension of a private exhibition.
SUMO might also be interpreted as a triumph of another order, with a very particular political and cultural significance that made it a singularly emotive and gratifying achievement. For here was a forceful statement, implicit rather than baldly stated – and all the stronger for that – confirming the authority of an unusually gifted individual's perspective and emphatically marking his determination to engage an audience on his terms – in short, a statement about freedom of expression.
Helmut ranks among the foremost figurative artists of his era. A social commentator of exceptional insight, his was a distinct and surprising sensibility – perverse, with a sharp and insistent curiosity, perfectly leav-

Cologne, June 1999:
Helmut Newton and Benedikt Taschen with one of the first copies of SUMO in the courtyard of the publishing house.
Photo: Alice Springs



Basel, June 1999:
World premiere of history-making art book: Dozens of journalists eagerly awaiting Helmut Newton's arrival for the press conference and launch of SUMO during Art Basel.



Frankfurt, October 1999:
Helmut Newton at the Frankfurt Book Fair.



Frankfurt, October 1999:
The entire TASCHEN booth at the Frankfurt Book Fair was devoted to Newton's sentational SUMO.





Paris, December 1998:
Philippe Starck working on
the design of the stainless steel
SUMO table at his studio.



Milan, May 1999:
Huge piles of printing sheets waiting to be bound at Legatoria LEM, an italian bookbindery for oversized books, including rare bibles for the Vatican. Over 350 tons of paper were needed at the printer in Verona over a period of three months.



Cologne, March 1999:
The entire TASCHEN production team involved in the making of SUMO with the Newtons at the publishing house.

ened by wry humour. Helmut's talent was uniquely personal and he had the ability to turn into a valuable creative resource everything that he experienced, including the turmoil of those formative years in which brutal and traumatic political realities disrupted all that had been agreeable and stable in his life. An at-first reluctant exile, he adapted imaginatively to his itinerant destiny. Helmut developed a finely calibrated sensitivity to the atmosphere of place and to everything he observed – notably to the subtleties of social codes and rituals and to the visual language of seduction and of style. He took inspiration from his nostalgic fondness for the evocative symbols of old Europe, the Europe of his youth; and he embraced with fascination the vulgar New Babylons of the U. S., particularly Los Angeles. As he matured, he learned to use that matchless eye and twisted perception to create a body of work that is to its age as significant a document as are, for instance, the satirical caricatures of William Hogarth to the excesses of 18th-century Britain, the drawings of Honoré Daumier to the social nuances of French life in the mid-19th century or the savage visual dissections of George Grosz to the decadence of that very Berlin into which Helmut was born.

Helmut truly found his form once he settled in Paris. There, he defined for himself a creative role within a chic high Bohemia, the milieu of interlinked friends and professional associates in the worlds of fashion, the media and the arts that was the stimulating crucible for his work. In his rue Aubriot studio in the 1970s, he stored his Kodachrome transparencies in small cabinets labelled "Fashion", "Erotic subjects" and "Portraits mondains"; but of course his genius was to wilfully blur these distinctions, building a multilayered social portrait in which subtle allusions and telling undercurrents lent every picture intrigue and reverberation.

Helmut travelled widely, but always carried with him the precious and poignant memories of his native Germany; and these feelings drew him back with increasing regularity to the country and culture that had shaped him. There was an irresistible logic in the fact that the four issues of *Helmut Newton's Illustrated* that he produced between 1985 and 1995 should take their inspiration from then-new photo-illustrated journals that had inspired him in the 1930s. Germany could boast a long and significant tradition in the story of publishing, since the flowering of printing in the pioneering era of Johannes Gutenberg; and Helmut had, at first hand, witnessed its tragic corollary with the repression and the book burning of the Nazis. This observation calls to mind Helmut's cool-headed response some years ago to the report that a lecture he had been invited to deliver to a university audience would be disrupted by a group of students planning to throw raw meat at this speaker, whose work they were only prepared to perceive through the prism of their own rigid prejudices. Helmut's judicious opening remarks situated him immediately as one who was lucky to have escaped the increasingly vicious purges of the late 1930s and who had surely earned the right to freedom of artistic expression – and the right, as a working photographer, to challenge and to provoke. The student anger was defused and by the end of his talk all were ready to offer up their resounding applause for an artist with the courage and tenacity to pursue his creative instinct to the full and who, through his witty, sophisticated and confrontational images, was determined to throw down the gauntlet against the mediocre, the safe and the superficial.

SUMO, appropriately published in Germany, has made its memorable statement as a piece of photo-book history. Its size and consequent costliness, however, inevitably limited its diffusion. This new edition is the fulfilment of an ambition conceived some years ago by Helmut. He would surely be pleased that, a decade on from its first publication, SUMO – revised by June Newton and in a format that allows for a more democratic distribution – will reach the widest possible audience.

—Philippe Garner

Hollywood, December 1999:
John Lautner's Chemosphere House is getting ready for a black-tie party to launch SUMO in Los Angeles.



Hollywood, December 1999:
Billy Wilder admiring the portrait of his wife Audrey and him at the Taschen residence.



Berlin, April 2000:
Helmut Newton, Benedikt Taschen and auctioneer Simon de Pury after the auction of SUMO copy Number One, signed by over 100 celebrities portrayed in the book. At 620,000 Deutschmarks it set the world record for a book published in the 20th century. Photo: Alice Springs





“Classic prints were wild, hot and madly stylised; a grab-bag of sinuous Art Nouveau blooms, Op Art graphics and Arabian exotica. The designer’s bold colour clashes were always brilliant.”

—*The Independent*, London

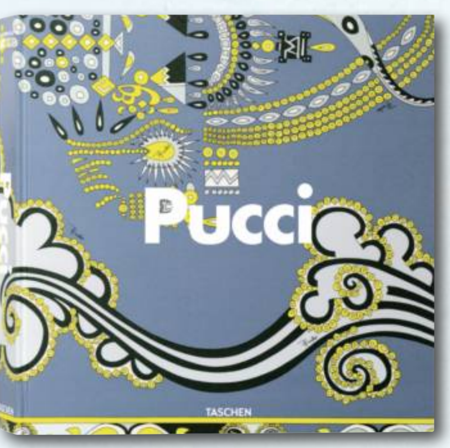
Marquis Emilio Pucci seated in front of a display of scarves from the Palio Collection (1957) and the Botticelliana Collection (1959).
Forte Belvedere, Florence, 1959.
Photo © David Lees/Condé Nast Archive/Corbis.

The prince of prints

Emilio Pucci's vision and legacy

Emilio Pucci
Vanessa Friedman
Hardcover, format: 36 x 36 cm
(14.2 x 14.2 in.), 416 pp.
€ 150 / $ 200 / £ 135





XL FORMAT

Limited edition of 10,000 copies; each unique copy is bound with one of a selection of recent print fabrics from the Pucci collection and packaged in a protective jacket.



The story is a modern epic with its roots in Renaissance Italy: the brand's founder, the Marchese Emilio Pucci di Barsento (1914-1992), was a charismatic aristocrat whose lineage extends back to the 14th century. It is a story of evolution: how a family company grew from one tiny store to an international brand. And finally, it is a tale of innovation: Pucci was one of the first brands to bear a logo, and a pioneer of diversification into interiors, athletic wear, and accessories. It introduced free-moving, lightweight fabrics, pop art prints, and a new color palette into womenswear, and constantly pushed fabric and printing technologies. Brought into the international spotlight by Jacqueline Kennedy and Marilyn Monroe, today the house (which recently celebrated its 60th anniversary) remains as vibrant and relevant as ever. Featuring hundreds of photographs, drawings, and candid shots from the family archive, this XL tome captures the breathtaking elegance and drama of a unique brand.

Silk dress with 'Ellisse' print and sandals with scarf laces; Spring/Summer 2003 Collection. *Vogue* Australia, April 2003. Photo © Torkil Gudnason.

Vintage Art Edition

For diehard Pucci fans



The Vintage Art Edition is limited to just 500 signed and numbered copies. Each book is bound in one of a selection of vintage cotton/silk/wool original print fabrics from Emilio Pucci's collection (late 1950s-early 1990s), is packaged in a protective plexiglas slipcase, and is accompanied by four art prints of original drawings by the designer Emilio Pucci. Each book will be signed by his daughter Laudomia Pucci, who continued to design under the Pucci name after Emilio's death in 1992 and who has been Image Director and Deputy Chairman of the company since 2000.



Pucci, Vintage Art Edition
Hardcover in acrylic box plus portfolio with four art prints, format: 36 x 36 cm (14.2 x 14.2 in.), 416 pp.
Subscription price until August 15:
€ 600 / $ 850 / £ 550
Thereafter € 750 / $ 1,000 / £ 650











One-piece swimsuit with whalebone bustier and draping culottes in hand-painted cotton, featuring the "Pennellate" motif, and multicolored straw hat. Spring/Summer 1956 Collection.

Home delivery

The amazing story of the prefabricated house



Once regarded as a cheap, easy solution for urgent housing problems, the prefab has evolved to become a synonym for ambitious design and sophisticated detailing solutions. This book covers prefabs around the world, giving insight into the various industrially prefabricated components, the difficulties of delivery to the building site, and the intricacies of assembly and completion. In addition to tracing the liaison between modernism and industrialization that evolved to produce the latest prefabricated solutions, it also features a unique compilation of one-off prefabricated houses by well known international architects, as well as successful dwellings manufactured off-site for everyday modern living.



Wolfgang Feierbach, Kunststoffhaus fg2000, Altenstadt, Germany, 1968–1970, Photo © Klaus Meier-Ude

Going public

From railway stations to stadiums, innovative public architecture around the world



Public Architecture Now!
Philip Jodidio
Flexicover, flaps, format: 19.6 x 24.9 cm (7.7 x 9.8 in.), 416 pp.
only € 29.99 / $ 39.99 / £ 24.99

Giancarlo Mazzanti,
Santo Domingo Library Park,
Medellín, Colombia
Photo © Iwan Baan



This book explores the most creative reconciliations of style, function, and cost in public buildings, and shows how in recent years, public architecture has undergone a tremendous upheaval. Where solidly classical and staid designs were the norm, aesthetic daring and innovation are now increasingly rewarded, as celebrated architects from Herzog & de Meuron to Jean Nouvel have blazed a trail for a new generation of truly public buildings—structures that combine access for the many with quality once reserved for the few. This book highlights the groundbreaking and breathtaking new public architecture now appearing around the world, from Spain to Norway, via Chile, China, and the USA.

Inspiring institutions

Innovation in today's museum architecture



Architecture Now! Museums
Philip Jodidio
Flexicover, flaps, format: 19.6 x 24.9 cm (7.7 x 9.8 in.), 416 pp.
only € 29.99 / $ 39.99 / £ 24.99

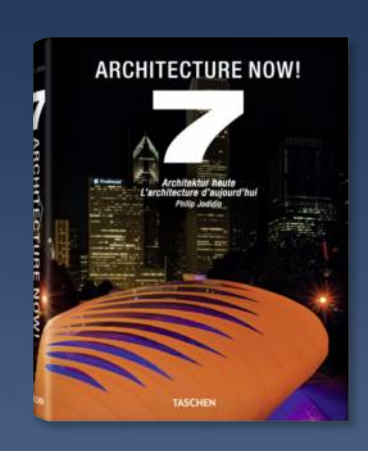
Star architects from Zaha Hadid to Herzog & de Meuron have shaken up the formerly staid world of museum architecture, bringing bravura to new buildings and extensions. But the trend for new museums to opt for bold contemporary architecture goes well beyond the stunning work of Renzo Piano, Frank O. Gehry, or Tadao Ando. Many less well-known architects have also designed remarkable places to exhibit art and artifacts. Here are more than 50 projects by the major talents pushing the limits of contemporary museum design, from established masters to the latest generation of brilliant architects.

Sauerbruch Hutton,
Brandhorst Museum, Munich, Germany.
Photo © Annette Kisling

After the fall

Architecture in a new economic climate

An essential work of reference. Easy-to-navigate illustrated A–Z entries include current and recent projects, biographies, contact information, and websites.



Architecture Now! 7
Philip Jodidio
Flexicover, format: 19.6 x 24.9 cm (7.7 x 9.8 in.), 480 pp.
only € 29.99 / $ 39.99 / £ 24.99

As with previous books in the series, *Architecture Now! 7* includes a broad variety of projects from around the world, as well as some works of art that have a direct relation to architecture, from the likes of Giacomo Costa or Shinro Ohtake. It also explores how the recent economic downturn has led to fewer large-scale projects, but has also stimulated creative thinking, as architects find new ways to work imaginatively inside budget constraints. For anyone interested in the zeitgeist and building design in the 21st century, *Architecture Now! 7* is an essential work of reference. Easy-to-navigate illustrated A–Z entries include current and recent projects, biographies, contact information, and websites.

Information Based Architecture,
Guangzhou TV and Sightseeing Tower, Guangzhou, China
© Information Based Architecture

100 artists who epitomize the contemporary art scene

Key figures on the avant-garde horizon

“Pretty well compulsory reading for anyone who hopes to keep up with all that is newest and grooviest in the contemporary art world.”

—*The Independent,* London

This special two-volume edition features 100 of the most exciting artists from TASCHEN’s seminal *Art at the Turn of the Millennium* and the renowned *Art Now!* series – gathered in a comprehensive survey of contemporary art at the start of the 21st century. The selection includes a wide variety of works by pioneering artists like Jean-Michel Basquiat, Marlene Dumas, Damien Hirst, Mike Kelley, Jeff Koons, Albert Oehlen, Richard Prince, Charles Ray, Cindy Sherman, and Christopher Wool – alongside a younger generation including Glenn Brown, Natalie Djurberg, Tom Friedman, Mark Grotjahn and Terence Koh.

Wolfgang Tillmans, *Freischwimmer 20*, 2003

100 Contemporary Artists
Hans Werner Holzwarth (Ed.)
Hardcover, 2 vols. in a slipcase, format: 24 x 30.5 cm (9.4 x 12 in.), 696 pp.
only € 39.99 / $ 59.99 / £ 34.99



Fashion for the 21st century

100 fashion designers shaping the styles of tomorrow

"TASCHEN … is once again lighting our way … A compass for grasping where contemporary fashion is coming from and where it's going."

—*Vanity Fair*, Madrid

This two-volume compilation brings together highlights from TASCHEN's *Fashion Now!* series to create a comprehensive overview of fashion design around the world at the start of the 21st century. Edited by *i-D* creator Terry Jones, this book is an indispensible work of reference for anyone interested in the future of fashion. Fast-rising new designers – tomorrow's superstars – feature alongside industry giants and established practitioners.



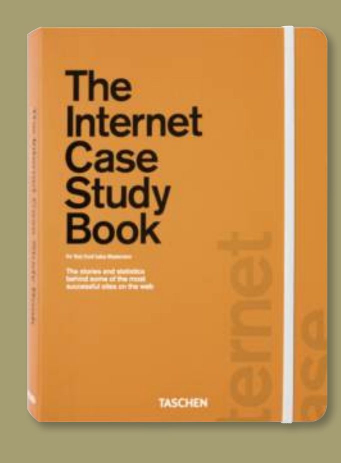
100 Contemporary Fashion Designers
Terry Jones (Ed.)
Hardcover, 2 vols. in a slipcase,
format: 23.8 x 30.5 cm (9.4 x 12 in.), 720 pp.
only € 39.99 / $ 59.99 / £ 34.99

Rei Kawakubo. Photography Emma Summerton. Fashion Director Edward Enninful. Model Sasha Pivovarova. July 2008

Strategies for success

How to make your business work online

In-depth analysis of 60 success stories, from clients' briefings to final projects, featuring the work of strategic innovators such as Ajaz Ahmed, Alex Bogusky, and Jeff Goodby



The Internet Case Study Book
Julius Wiedemann (Ed.), Rob Ford
Hardbound with elastic band,
format: 16.8 x 22.6 cm
(6.6 x 8.9 in.), 384 pp.
only € 29.99 / $ 39.99 / £ 24.99

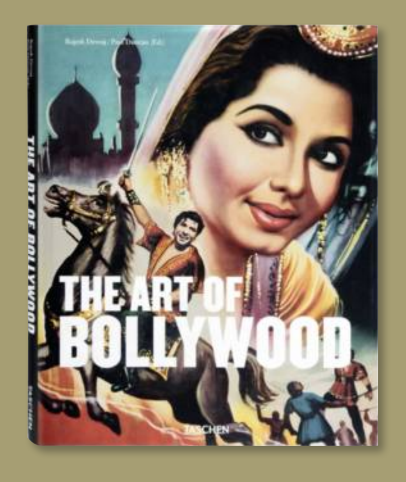
Featuring 60 success stories, from clients' briefings to final projects, this book, which follows on from the best-selling *Guidelines for Online Success* title, provides detailed studies divided into five chapters: e-Commerce, Corporate Sites, Campaigns, Social Media, and Promotional Sites. The strategies examined range from those of giant corporations to small businesses, but all have a common goal: a successful, efficient and cost-effective investment on the web. Each project is laid out in terms of Brief, Challenge, Strategy and Results. From Coca-Cola to Prince of Persia, from Diesel to Domino's Pizza, this book shows how successful businesses of any size can devise an effective online presence.

Also available:



Bombay billboards

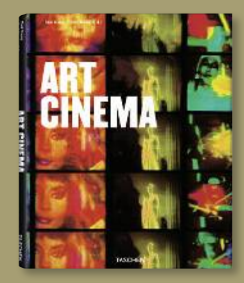
An extravaganza of Bollywood hand-painted movie posters



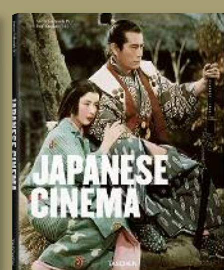
The Art of Bollywood
Paul Duncan (Ed.), Rajeshv Devraj
Hardcover, format: 23.1 x 28.9 cm
(9.1 x 11.4 in.), 192 pp.
only € 19.99 / $ 29.99 / £ 17.99

Since its inception in the second decade of the 20th century, the Bombay-based Indian film industry—Bollywood—has developed a unique visual language, articulated by the vivid hand-painted movie posters that have since become highly-desirable collectors' items. While Bollywood poster artists produced a staggering number of these hand-painted images, their ephemeral work has traditionally been presented unevenly, with shoddy reprints and re-release posters. This comprehensive overview of a previously neglected and underrated artistic genre digs deeper into the tradition, presenting the original art in its true glory—from seldom-seen posters to rare images of street publicity and cinema displays.

Also available:







Poster by S. Vilas for
Jal Bin Machhli Nritya Bin Bijli, 1971

Wearable artifacts

T-shirts from the golden age





Vintage T-Shirts
Marc & Patrick Guetta, Alison A. Nieder
Softcover, flaps, format: 24 x 24 cm
(9.4 x 9.4 in.), 392 pp.
only € 29.99 / $ 39.99 / £ 24.99

Your favorite bands and brands, slogans and souvenirs — over 650 classic T-shirts





What started as the standard issue undershirt of the U.S. military, by the mid-1970s had evolved into a means of self-expression and individualism. Selected from the collection of Patrick and Marc Guetta, owners of World of Vintage T-Shirts on Melrose Avenue in Los Angeles, this book assembles over 650 stone-cold classics of the genre. Drawn primarily from the golden era of the 1970s and 1980s, these vintage T-shirts are not merely nostalgic artifacts; they represent a historical record of political, popular, and corporate thought in America. *Vintage T-Shirts* documents the most striking variations on this infinitely versatile garment and is an essential work of reference for anyone interested in pop culture, fashion, or graphic design.

The longer the kiss the more they miss.

Your day was (*only choose one*)

( ) a newcomer. ( ) an old soul. ( ) steady Freddy.

Keel's

SIMPLE DIARY™

You enjoy being photographed.

( ) Yes ( ) No

Do you like popcorn?

( ) Yes ( ) No

Shrink problems.

You are drawn to:









A ( ) B ( ) C ( ) D ( )

IF YOU PICKED

A, prepare it then go at it.
B, make a surprise – or wait for one.
C, don't give in and don't start over.
D, you should be fine.

Listen to your feet.
What are they saying? ______________________

YOU BEST FALL ASLEEP

a) when you feel the need.
b) after covering your feet.
c) in a beat.
d) while you digest a big piece of meat.
e) under the influence of a seed.
f) in bed.
g) after doing the deed.
h) knowing you will lead.
i) by the third page of a lousy read.
j) when you are guarded by the sheep.

Who is brilliant
and does not have a clue? ______________________

Your day was (*only choose one*)

( ) power. ( ) pondering. ( ) powder.

Why Simple Diary™?
There are three reasons why most people, although they have tried, won't keep a diary:
1. Not every day is very eventful.
2. It actually takes a lot of discipline to write.
3. In retrospect, many find what they have written embarrassing.

Keel's Simple Diary™ offers structure for those who don't have time to wonder, making it easy to record life's moments. It gives the pleasure of a quick response and the sense that no matter what's wrong, more is right.

What is Simple Diary™?
It is an assistant for life, a book for any occasion, for any person at any age. On every page you will discover a taste of philosophy, a pinch of psychology and a twist of insight.

And here are three things Simple Diary™ can do for you:
1. Entertain the mind.
2. Help you focus.
3. Keep you company.

Simple Diary™
Let it happen.

Keel's Simple Diary™
Volume One
Flexicover,
format: 11.7 x 16.6 cm
(4.6 x 6.5 in.), 136 pp.
Available in six colors.
only € 12 / $ 15 / £ 10



Getting there was half the fun

A lush visual history of travel in the modern age



"A study of that lost period of tanned, beaming Pan Am attendants and dapper voyaging couples who look plucked from Vogue's best dressed list."

—*Conde Nast Traveler*, New York

20th Century Travel: 100 Years of Globe-Trotting Ads
Jim Heimann (Ed.), Allison Silver
Hardcover, format: 23.8 x 30.2 cm (9.4 x 11.9 in.), 392 pp, only € 29.99 / $ 39.99 / £ 27.99



The metabolism of travel changed more in the last century than in the previous half-millennium: in less than 100 years, the U.S. mass-produced the automobile, invented air-planes, freeways, motels, even sent men to the Moon. By the century's end, journeys took hours, not days, as air travel became the new norm. Along the way, ocean liners broke speed records, aerodynamic trains roared down the tracks, and stylish boat-plane clippers evolved into jumbo jets. A lush visual history of inter-national wanderlust, this volume features 400-plus print advertisements from the Jim Heimann Collection illustrating the evolution of leisure travel — from domestic to global, exclusive to popular, exotic to standardized — and its crucial role in American culture.

Also available:

Southern Pacific, 1927

Outside art

The native genius of America's mid-century automobile culture

Before the advent of corporate communications and architectural uniformity, America's built environment was a free-form landscape of individual expression. Signs, artifacts, and even buildings ranged from playful to eccentric, from deliciously cartoonish to quasi-psychedelic. Photographer John Margolies spent over three decades and drove more than 100,000 miles documenting these fascinating and endearing examples of roadside advertising and fantasy structures, a fast-fading aspect of Americana. This book brings together approximately 400 color photographs of Main Street signs, movie theaters, gas stations, fast food restaurants, motels, roadside attractions, miniature golf courses, dinosaurs, giant figures and animals, and fantasy coastal resorts, providing a nostalgic reminder of a bygone era.



John Margolies. Roadside America
Jim Heimann (Ed.), Phil Patton,
C. Ford Peatross
Hardcover, format: 31 x 25.7 cm
(12.2 x 10.1 in.), 256 pp.
only € 29.99 / $ 39.99 / £ 27.99

Big John, El Dorado, Illinois, 1993

Beauty from within

Breathtaking interiors and décor from Amsterdam to Xi An

The first volume of Angelika Taschen's new series on contemporary interiors features the world's most amazing, exquisite, and interesting apartments and houses from Antwerp to Zurich, via Chiang Mai, Copenhagen, Mumbai, Moscow, Tokyo, and Shanghai. With an inspirational richness and diversity of styles, here are homes, residences, hideaways, and studios to astound and astonish, no matter what your taste. Whatever your preference—flea-market romance or space-age bachelor pad, minimalism or neo-baroque—you'll find hundreds of fresh and provocative ideas.

Marion Bembé, Ammersee, Germany
Photo: © · Stefan Müller-Naumann, Munich
Production & Styling: Christe Bauer, Munich



Interiors Now! Vol. 1
Angelika Taschen (Ed.)
Flexicover, flaps,
format: 19.6 x 24.9 cm
(7.7 x 9.8 in.), 416 pp.
only € 29.99 / $ 39.99 / £ 24.99

The world's most elegant, inventive, soothing, and dazzling contemporary interiors—if you're looking for decor that intrigues and inspires, look no further!

Creative excellence

In categories from Art Direction to Viral, the best work from the pros



D&AD09
The Best Advertising and Design in the World
Hardcover, format: 23.9 x 25.6 cm (9.4 x 10.1 in.), 576 pp.
only € 39.99 / $ 59.99 / £ 34.99

TASCHEN has teamed with D&AD to make its previously exclusive and highly-coveted Annual – featuring the year's best creative work – available to the public.





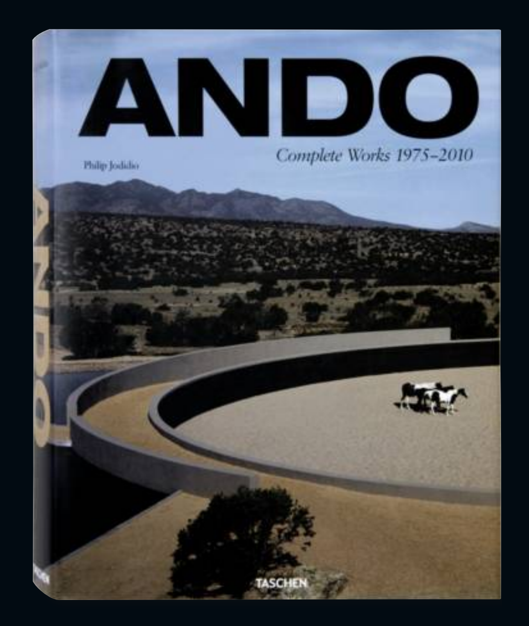




The awards panel judges over 20,000 works from design studios, advertising agencies, branding consultancies, film production and photographic agencies, digital media pioneers, and other creative firms from all over the globe. Winners receive the legendary D&AD Yellow Pencil Award—or in the case of exceptional and outstanding work, the rare Black Pencil Award. The TASCHEN D&AD Annual is an absolute must-have reference work for anyone interested in creativity, communication, design, or advertising.

The Tadao touch

Ando's complete works to date 1975–2010



"If there's one man responsible for making concrete sexy again it's this guy."
—*Independent on Saturday Magazine*, London



Ando. Complete Works,
Updated Version 2010
Philip Jodidio
Hardcover, format: 30.8 x 39 cm
(12.1 x 15.4 in.), 600 pp.
€ 99.99 / $ 150 / £ 99.99

Philippe Starck describes Tadao Ando as a "mystic in a country which is no longer mystical." Philip Drew calls his buildings "land art" that "struggle to emerge from the earth." He is the only architect to have won the discipline's four most prestigious prizes: the Pritzker, Carlsberg, Praemium Imperiale, and Kyoto Prize. Combining influences from Japanese tradition with the best of Modernism, Ando has developed a completely unique building aesthetic that makes use of concrete, wood, water, light, space, and nature in a way that has never been witnessed in architecture. Ando has designed award-winning private homes, churches, museums, apartment complexes, and cultural spaces throughout the world. This edition has been newly updated for 2010 with Ando's most recent projects.

Limited to 300 numbered and signed copies, presented in a custom matte-finish oak box designed by the architect. In addition, each copy of this Art Edition comes with a personalized sketch hand-drawn by Tadao Ando, presented in an art print folder and based on short text of up to five words provided by each customer.



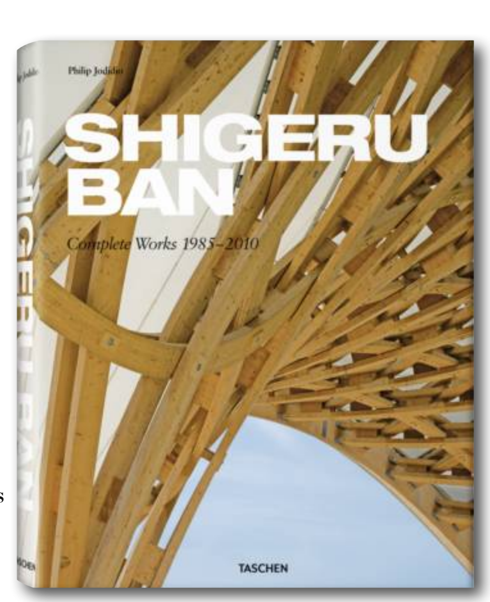
Art Edition No. 1–300
Limited to 300 numbered and signed copies, hardcover in an oak box, including a personalized sketch hand-drawn by Tadao Ando
€ 750 / $ 1,000 / £ 650



The paper architect

Challenging the system with inventive repurposing of everyday materials is just the beginning of his genius

XL FORMAT



Shigeru Ban
Complete Works 1985–2010
Philip Jodidio
Hardcover, format: 30.8 x 39 cm (12.1 x 15.4 in.), 464 pp.
€ 99.99 / $ 150 / £ 99.99

Shigeru Ban consistently challenges accepted notions of architecture, designing a house without walls, or an exhibition space made from paper tubes and shipping containers. This monograph, compiled with the architect's collaboration, traces his career and features every built work of Shigeru Ban, showing clearly why he is one of the world's most innovative and significant architects. Unlike many of his peers, Ban can create remarkable residences and still find time to design emergency relief housing for disaster areas from Kobe to New Orleans. Often using paper or cardboard tubes as a structural element, his designs give new meaning to the term "Paper Architect."



The Metz mesh edition

Limited to 200 numbered copies with Suisse binding delivered in a clamshell box and each signed by the architect, this Art Edition features a special cover custom made by Shigeru Ban, with a hand-crafted mesh of polished African Samba wood, inspired by the roof design of the new Centre Pompidou in Metz.

Art Edition No. 1–200
Limited to 200 numbered copies
Suisse binding in clamshell box
€ 750 / $ 1,000 / £ 650



The complete built works of Shigeru Ban, tracing his entire career and showing clearly why he is one of the world's most innovative and significant architects

Centre Pompidou-Metz, Metz, France.
Photo © Roland Halbe

Sweet cheeks

A cornucopia of delectable derrières

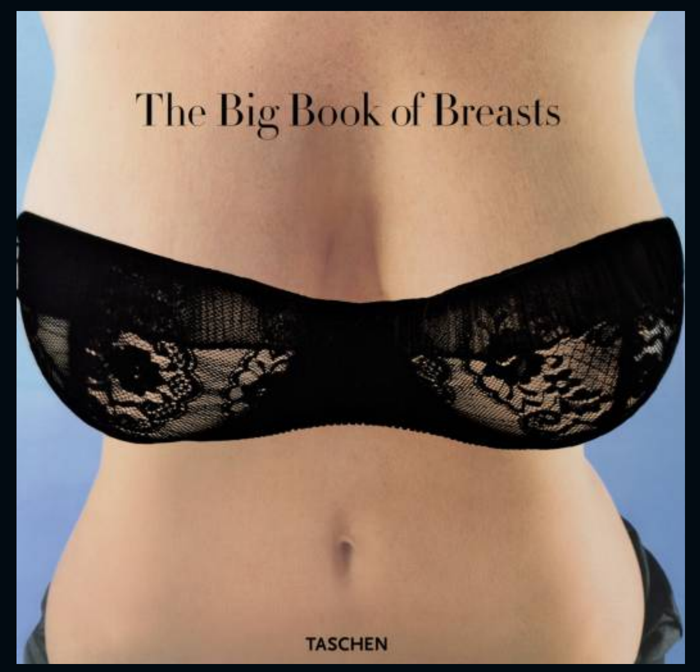


The Big Butt Book explores the perennial fascination with female booty in the fourth installment of Dian Hanson's critically acclaimed body parts series. Over 400 photos from 1900 to the present day, including works by Elmer Batters, Ellen von Unwerth, Jean-Paul Goude, Ralph Gibson, Richard Kern, Jan Saudek, Ed Fox, Terry Richardson and Sante D'Orazio, of butts ranging from petite Pam Anderson's to sumptuous Serena Williams', are contextualized by interviews with porn icon John (Buttman) Stagliano, filmmaker Tinto Brass, artist Robert Crumb, booty-licious butt queens Buffie The Body, Coco, and Brazil's Watermelon Woman, plus Eve Howard and her life-long spanking obsession.

Coco. Photo © Charlie Langella



Also available:



> "For those who value artful, well-produced erotica, Dian Hanson is a celebrity."
>
> —*American Photo*, New York

The Big Book of Breasts
Dian Hanson
Hardcover, format: 30 x 30 cm (11.8 x 11.8 in.), 396 pp.
only € 39.99 / $ 59.99 / £ 34.99

The Big Penis Book (Adults only)
Dian Hanson
Hardcover, format: 30 x 30 cm (11.8 x 11.8 in.), 384 pp.
only € 39.99 / $ 59.99 / £ 34.99





The Big Book of Legs
Dian Hanson
Hardcover, format: 30 x 30 cm (11.8 x 11.8 in.), 372 pp.
only € 39.99 / $ 59.99 / £ 34.99

> "A smorgasbord of beautiful body parts . . . a tribute to the dynamite combination of stockings, suspenders and lithe, long-limbed sirens."
>
> —GQ, London, on *The Big Book of Legs*



Left page: Country girl Buffie by Treagan Kier © Buffie Carruth

An offer you can't refuse

Behind the scenes of Coppola's masterpiece

> "For Godfather fans—that is, pretty much every man in America—there's no way to refuse the offer of TASCHEN's Godfather Family Album."
>
> —*New York Post*, New York

Previously restricted to 1,000 Limited Edition copies, this is the unlimited trade edition for cinephiles and "family" members on a budget!

Gathered together for the first time in this book are Schapiro's finest photographs from all three Godfather films, lovingly reproduced from the original negatives. Schapiro immortalized Marlon Brando, Al Pacino, Robert De Niro, James Caan, Robert Duvall and Diane Keaton in photos that have since become iconic images, instantly recognizable and endlessly imitated. With contextual essays and interviews covering the trilogy in its entirety, this book contains over 400 color and black & white images. Schapiro's images take us behind the scenes of this epic and inimitable cinematic saga, revealing the director's working process, capturing the moods and personalities involved, and providing insight into the making of movie history.

The Godfather Family Album
Paul Duncan (Ed.), Steve Schapiro
Hardcover, format: 24.6 x 37.4 cm (9.7 x 14.7 in.), 528 pp.,
only € 49.99 / $ 69.99 / £ 44.99



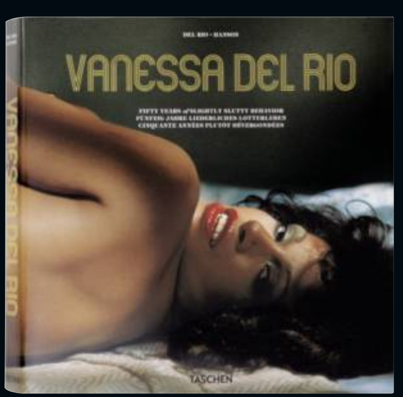
Coppola and De Niro filming on the streets of New York. Photo: Courtesy Steve Schapiro, © 2008 Paramount Pictures Corporation

Forty bucks a movie

Life and lust of the legendary Latin porn star Vanessa del Rio

> “Partnered with Vanessa’s own words, this is as eye-opening as a bio has ever been.“
>
> —*Dazed & Confused*, London





Vanessa del Rio
Dian Hanson
Hardcover + DVD, format: 30 x 30 cm (11.8 x 11.8 in.), 328 pp.
only € 39.99 / $ 59.99 / £ 34.99

Retired since 1986, Vanessa del Rio remains a sexual icon who cuts across all ethnic boundaries. What her fans don’t know is that her real life was, and is, as wild as anything she did on film. In this sumptuous over-sized volume, TASCHEN celebrates a remarkably candid, confident and exuberantly sexual woman. Presented through Vanessa’s own archive, in her own words, is a life at once shocking, titillating, amusing, and inspiring. And because paper and ink can’t do justice to a personality this big, an original 140-minute DVD documentary is included. If you aren’t already convinced, this book will end all doubt that there could ever be another woman like Vanessa del Rio.

An amazing bargain for those unable to afford the original Collector’s and Artist’s editions!

Still from *A Date With Vanessa*, from *Showgirl Classics*. Courtesy of L.B.O.



Hotel
72
Grand Hotel
gute Reise
Grand Hotel
Berlin
Majestic

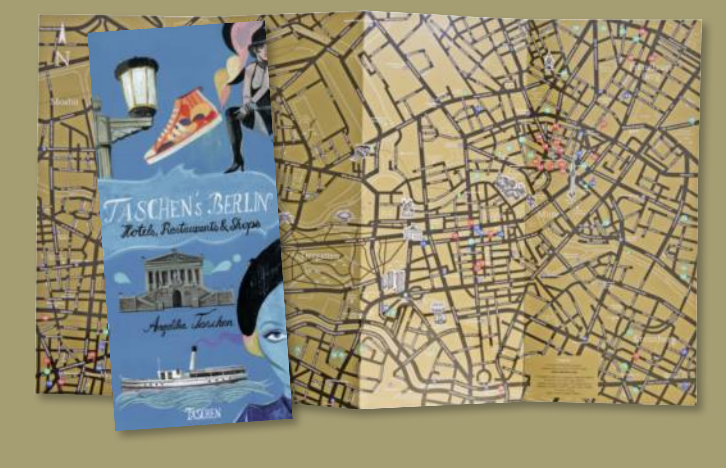
Ich bin ein Berliner!

An insider's guide to the German capital



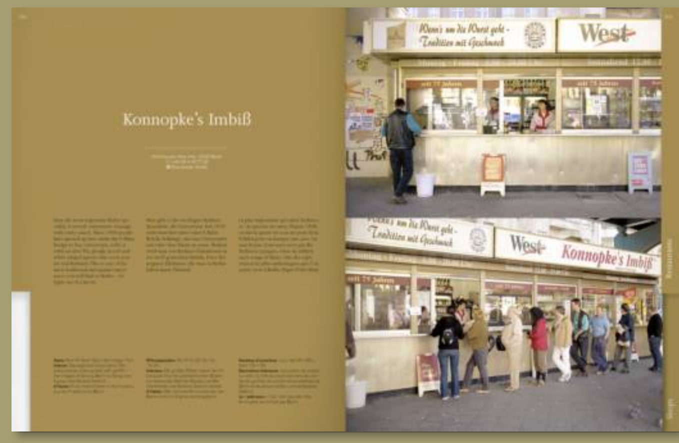
TASCHEN's Berlin
Angelika Taschen (Ed.)
Hardcover, format: 23.8 x 30.2 cm
(9.4 x 11.9 in.), 400 pp.
only € 29.99 / $ 39.99 / £ 27.99

Includes a free city map



Angelika Taschen has produced an insider's guide to the best of Berlin, with recommended hotels, shops, restaurants, cafes, and bars. Now everyone can experience the German capital like a true Berliner. The tastiest cuisine, the hippest, most intriguing stores, and the sleekest accommodations—they're all listed here. A **pocket-sized street map of Berlin** helps you find all the hotels, restaurants, and shops described in the book.

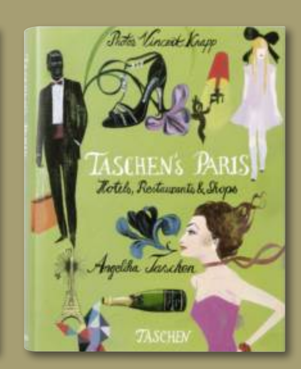




Also available:





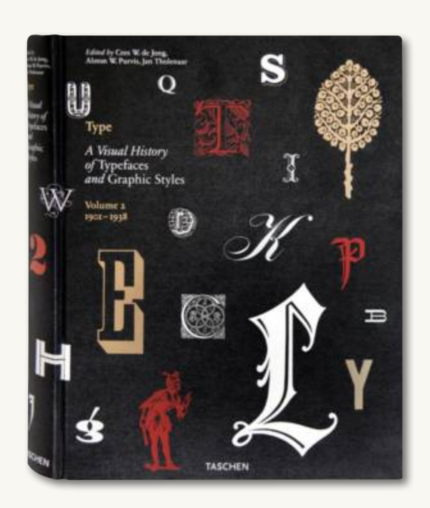


"One of the prettiest book packages I've seen in a while, and a particularly fun gift for friends and family who visit NYC, London or Paris."

—*WeCovet.com*, New York

Know your type

A visual history of fonts and graphic styles in the first half of the 20th century



Type. A Visual History of Typefaces & Graphic Styles, 1901-1938
Cees De Jong (Ed.), Alston W. Purvis
Hardcover plus image database,
format: 25 x 31.7 cm (9.8 x 12.5 in.), 360 pp.
only € 39.99 / $ 59.99 / £ 34.99



Includes exclusive access with TASCHEN keycard to online image library: over 1400 high-resolution scans of type specimens downloadable for unrestricted use.

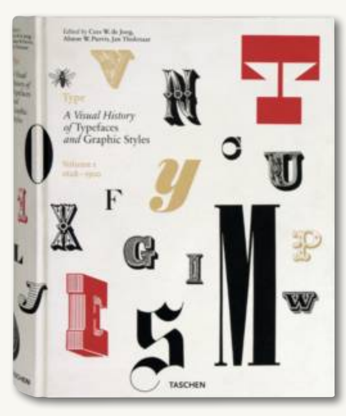
"*Type* offers a generous selection of pages from some of the most historically significant and largely forgotten typeface volumes...this is a 'visual' confection devoted to milestones that defined the typographic language of the times."

—*New York Times*, New York

"An exuberant selection of typographic fonts and styles that trace the modern evolution of the printed letter."

—*GD GRAPHIC DESIGN*, New York, on *Type*

Also available:



Taken from a distinguished Dutch collection, this exuberant two-volume edition traces the evolution of the printed letter via exquisitely designed catalogs, showing type specimens in roman, italic, bold, semi-bold, narrow, and broad fonts. Borders, ornaments, initial letters and decorations are also included, along with lithographic examples, letters by sign writers, inscription carvers, and calligraphers.

Volume 1 covered the 17th to 19th centuries; this, the second volume, covers the period from 1900 to the mid-20th century, and contains a historical outline by Alston W. Purvis. Includes exclusive access with TASCHEN keycard to online image library: over 1400 high-resolution scans of type specimens downloadable for unrestricted use.





ESTABD.] HARRILD AND SONS, [A.D.—1809.

Printing-Machine, Press, Type, Material, and Roller Manufacturers.

No. 21188. FRENCH SHADED, two colours, 10-Line 6s. 9d. per doz.—(Rate 8 *)



No. 21189. CLARENDON SHADED, two colours, 10-Line 6s. 9d. per doz.—(Rate 8 *)



No. 21190. EGYPTIAN SHADED, two colours, 10-Line 6s. 9d. per doz.—(Rate 8 *)



No. 21191. WIDE ORNAMENTED, two colours, 10-Line 6s. 9d. per doz.—(Rate 8 *)



* *For prices and SPACE OCCUPIED by other sizes, see page 1.*

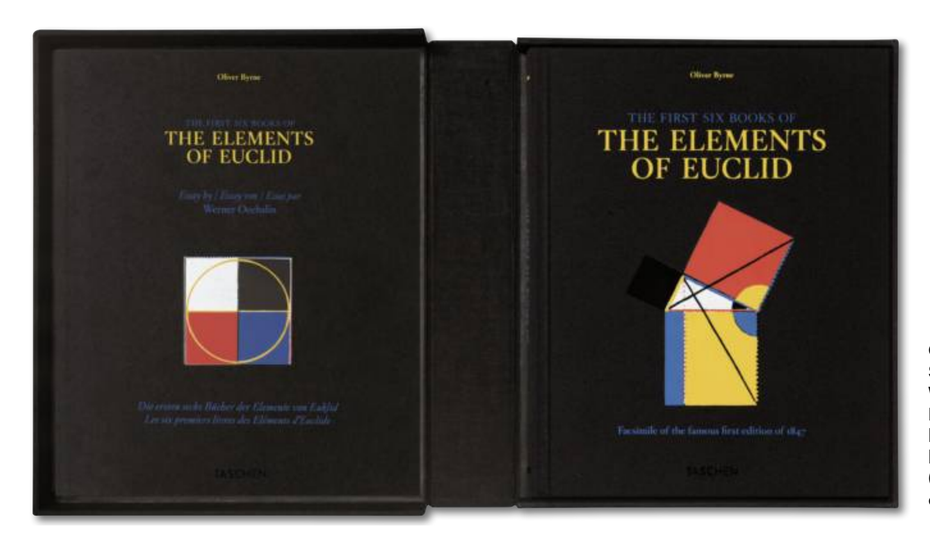
WOOD-LETTER AND POSTER-BLOCK CUTTERS, ETC., "FLEET" WORKS, FARRINGDON STREET, LONDON,—E.C.

Harrild and Sons,
Specimens of Wood-Letter, 1906

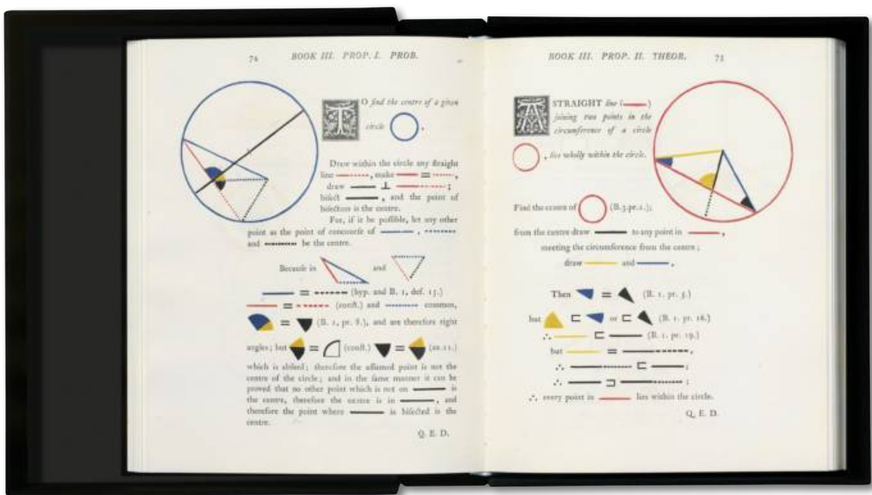
The elements of Euclid in living color

A rare and beautiful geometry primer from the 19th century

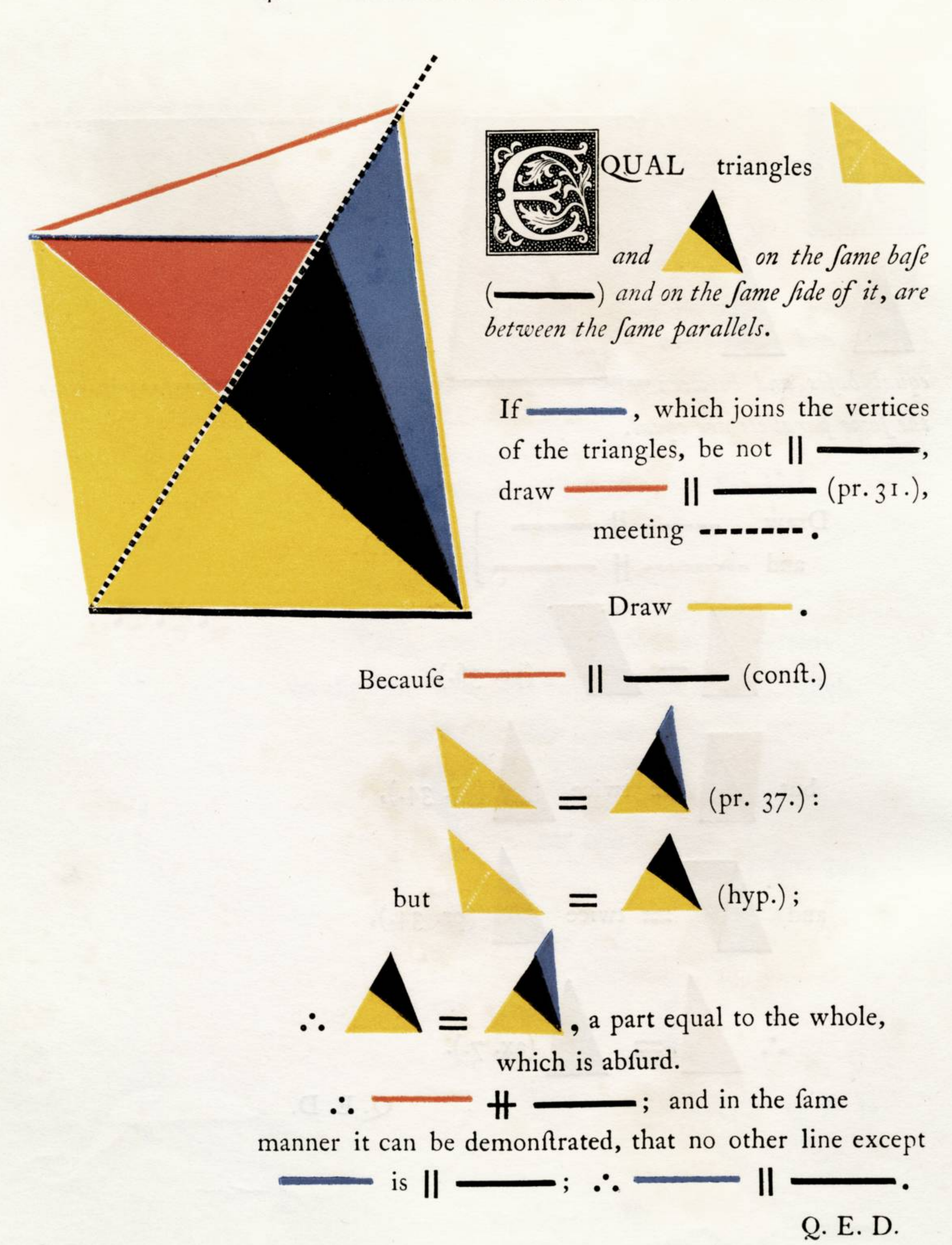
Regarded as one of the oddest and most beautiful books of the 19th century, *The Elements of Euclid* uses colored diagrams and symbols to explain basic geometry



Oliver Byrne:
Six Books of Euclid
Werner Oechslin, Introduction
Hardcover (300 pp.) and
booklet (96 pp.) in a clamshell
box, format: 18.7 x 23.3 cm
(7.4 x 9.2 in.).
only € 39.99 / $ 59.99 / £ 34.99



Red, yellow, blue—and of course black—are the colors that Oliver Byrne employed for the figures and diagrams in his most unusual 1847 edition of Euclid. Each proposition is set in Caslon italic, with a four-line initial, while the rest of the page is a unique riot of red, yellow, and blue. On some pages, letters and numbers only are printed in color, sprinkled over the pages like tiny wild flowers and demanding the most meticulous alignment of the different color plates for printing. Elsewhere, solid squares, triangles, and circles are printed in bright colors, expressing a verve not seen again on the pages of a book until the era of Dufy, Matisse, and Derain. This remarkable example of Victorian printing has been described as one of the oddest and most beautiful books of the 19th century.



EQUAL triangles and on the ſame baſe () and on the ſame ſide of it, are between the ſame parallels.

If , which joins the vertices of the triangles, be not || , draw || (pr. 31.), meeting .

Draw .

Becauſe || (conſt.)

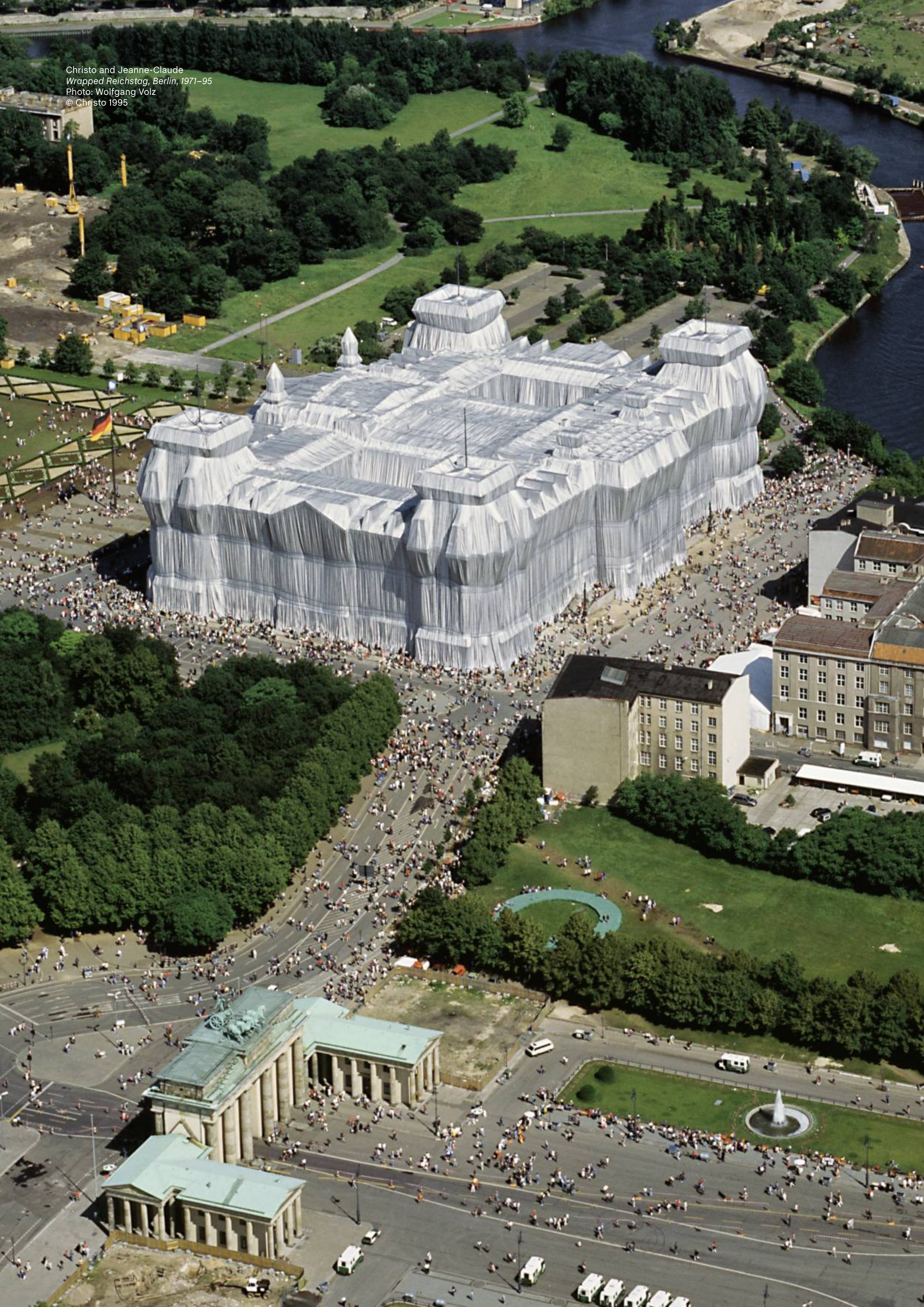
= (pr. 37.):

but = (hyp.);

∴ = , a part equal to the whole, which is abſurd.

∴ ∦ ; and in the ſame manner it can be demonſtrated, that no other line except is || ; ∴ || .

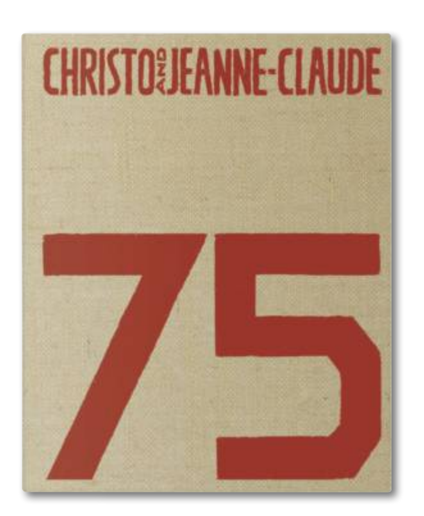
Q. E. D.



Christo and Jeanne-Claude
Wrapped Reichstag, Berlin, 1971–95
Photo: Wolfgang Volz

Temporary projects, eternal impressions

A retrospective of the life and work of Christo and Jeanne-Claude



Limited Edition of 1,000 copies, numbered and signed by Christo





XL FORMAT

Christo and Jeanne-Claude
Photographs by Wolfgang Volz / Essay and interview by Paul Goldberger / Picture commentary by Jeanne-Claude and Jonathan Henery / Book designed by Christo
Hardcover in a clamshell box, format: 33 x 44 cm (13 x 17.3 in.), 754 pp.
Limited Edition of 1,000 numbered copies, signed by Christo.
€ 750 / $ 1,000 / £ 650

Art Edition No. 1–100
Limited to 100 signed and numbered copies, each with the original lithograph *Project for Jewelry on Jeanne-Claude's Hand*, after a 1965 study.
Format: 30 x 40 cm (15.8 x 11.8 in), signed by Christo.

The copies No. 1–6 are accompanied by original works of *Over The River, Project for Arkansas River, State of Colorado* and *The Mastaba, Project for United Arab Emirates*.

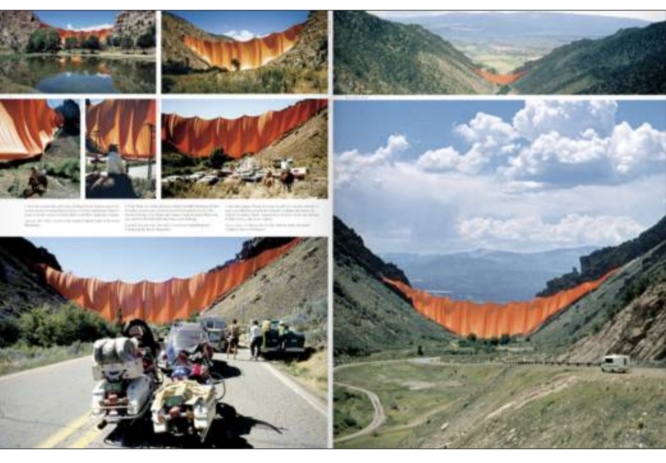
Please visit www.taschen.com for more information about the Art Editions.

"Nobody discusses a painting before it has been painted. Our projects are discussed and argued about, pro and con, before they are realized."

—Christo

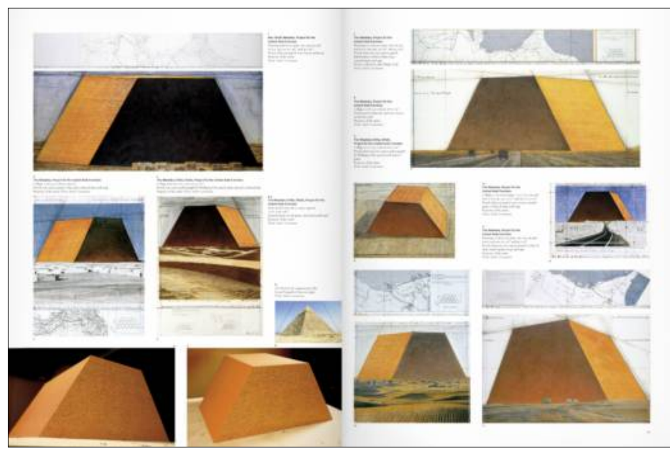
The work of the artists Christo and Jeanne-Claude transcends borders, resists categorizing, and embraces contradiction. This is the only large-format book that includes all of their projects, from their early wrappings of trees and buildings to spectacular urban events such as *The Gates* in Central Park, the *Wrapped Reichstag* in Berlin, and *Running Fence* in California, as well as the full spectrum of Christo's early art works that formed the basis for the ambitious large-scale projects that both artists produced together. Part biography, part critical analysis, part catalogue, the book traces both the lives and the works of an artist couple who established a category all their own: a category somewhere between conceptual art, urban planning, architecture, politics, engineering and art.




“We wish our works to be temporary. We have love and tenderness for childhood because we know childhood will not last. We have love and tenderness for our lives because we know they will not last. This quality of love and tenderness, we wish to give to our work of art as an additional aesthetic quality.”

—Christo and Jeanne-Claude




Christo and Jeanne-Claude
Surrounded Islands, Biscayne Bay, Greater Miami, Florida, 1980–83
Photo: Wolfgang Volz



La bell'Italia è per sempre

The magic and mythical beauty of hidden Italy, featuring the finest hotels and beaches, villas, and hideaways



Great Escapes Italy
Angelika Taschen (Ed.),
Christiane Reiter
Hardcover, format: 23.8 x 30.2 cm (9.4 x 11.9 in.), 300 pp.
only € 29.99 / $ 39.99 / £ 27.99

Here, some of Italy's most amazing landscapes are brought to life, like Lake Como (residence of George Clooney), Venice, Florence and Tuscany, the Amalfi Coast, and no less magical, the Aeolian Islands off the coast of Sicily. In these mythical surroundings are legendary hotels full of atmosphere: Villa d'Este on Lake Como, the Hotel Splendido in Portofino, the Il San Pietro on the Amalfi Coast and the Villa Cimbrone in Ravello—to name just a few. But in *Great Escapes Italy*, Angelika Taschen also reveals where to find more secret and hidden jewels—from the Locanda Cipriani, a romantic hideaway on the island of Torcello, to the atmospheric Castello di Vicarello in Tuscany.

Also available:



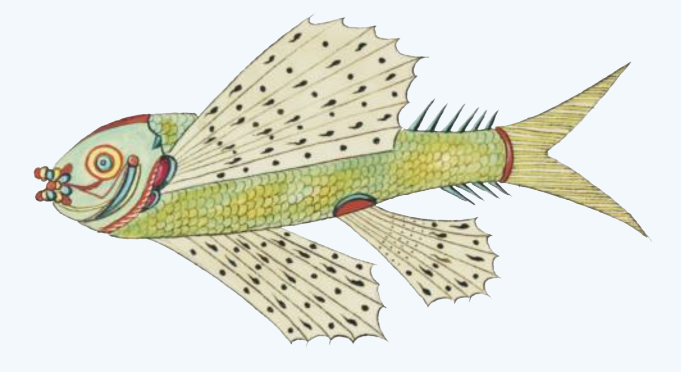
Mezzatorre Resort & Spa, Ischia,
Campania, Italy
Photo: supplied by the hotel

Swimming with the big fishes

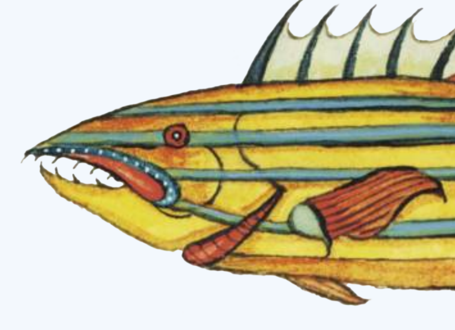
A zenith in zoological illustration

Early 18th century hand-colored, almost surrealistic paintings of tropical fishes of the East-Indies

Samuel Fallours
Tropical Fishes of the East Indies
Theodore W. Pietsch
Hardcover, format: 33 x 30 cm (13 x 11.8 in.), 224 pp. accompanied by a booklet, format: 22 x 20 cm (8.7 x 7.9), 100 pp.
only € 49.99 / $ 69.99 / £ 44.99



While in the service of the Dutch East India Company in the early 18th century, on the island of Ambon, one of the Moluccas, Samuel Fallours made drawings of fish and other marine organisms of the Indian Ocean. His drawings depict hundreds of animals, mostly fish but also crustaceans, insects, a dugong, and even a mermaid. These beautiful, elaborately detailed and brilliantly colored drawings bear extraordinary witness to the marine fish fauna of the East Indies and can still be interpreted in light of present-day scientific knowledge. From an artistic and historical viewpoint, these drawings are among the finest natural history illustrations ever made.





“Audubon on Viagra.”

—*New York Magazine*, New York



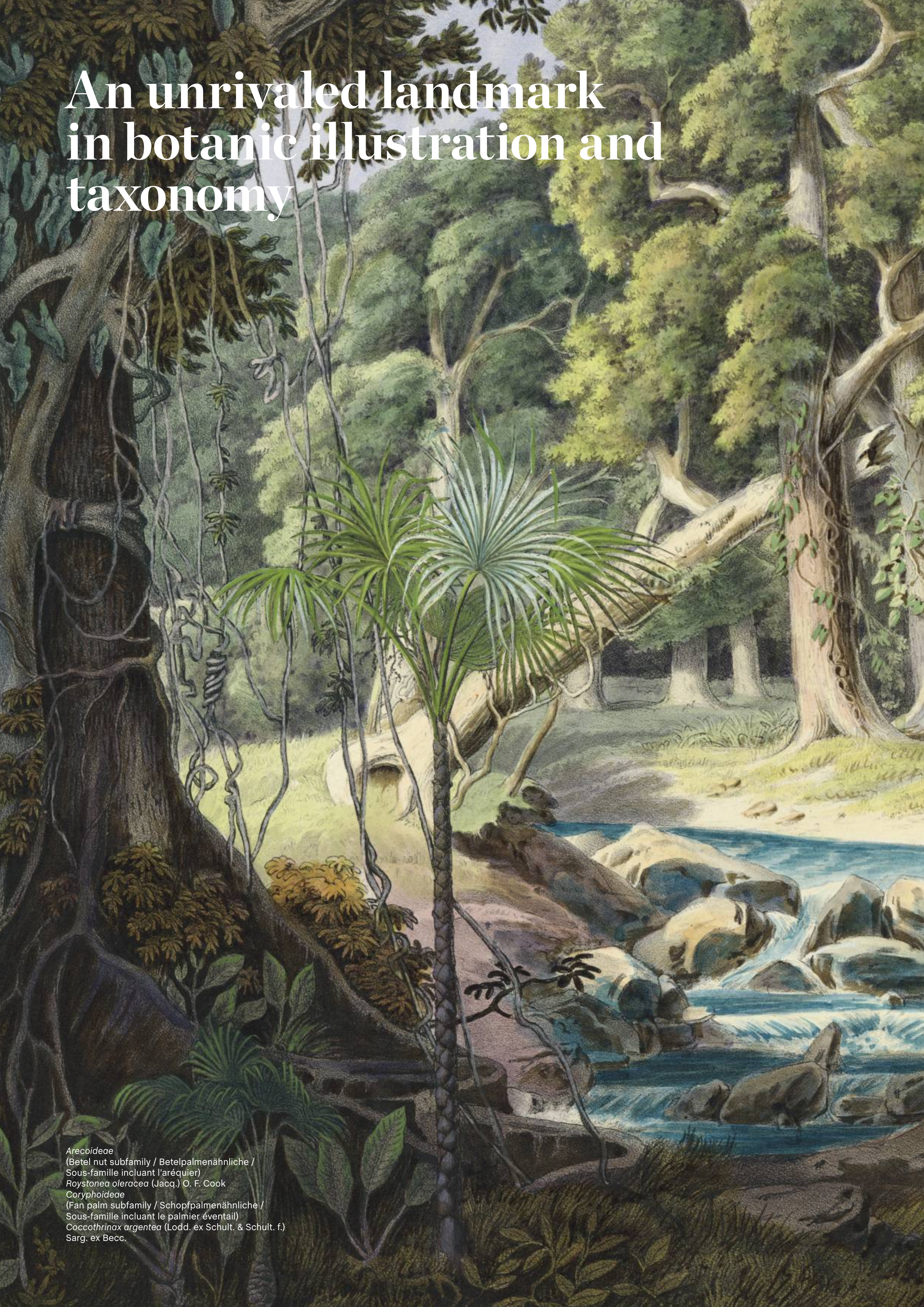
Nila, 2000 © Courtesy Walton Ford and Paul Kasmin Gallery, New York.



At first glance, Walton Ford's large-scale, highly-detailed watercolors may recall the prints of 19th century illustrators like Audubon and others of the colonial era. A closer look reveals a complex and disturbingly anthropomorphic universe, full of symbols, jokes, and allusions to the 'operatic' nature of traditional naturalistic themes. The book's title derives from an ancient Indian book of animal tales considered the precursor to *Aesop's Fables.* A nice-price edition of the spectacular 2007 TASCHEN Collector's Edition of Walton Ford's œuvre.

Walton Ford: Pancha Tantra
Bill Buford, introduction
Hardcover, format: 28 x 37.5 cm
(11 x 14.8 in.), 320 pp.
only € 49.99 / $ 69.99 / £ 44.99

An unrivaled landmark in botanic illustration and taxonomy

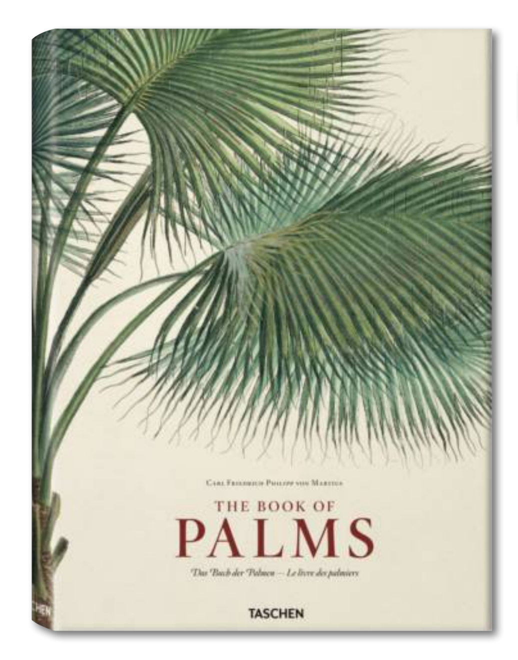


Arecoideae
(Betel nut subfamily / Betelpalmenähnliche / Sous-famille incluant l'aréquier)
Roystonea oleracea (Jacq.) O. F. Cook
Coryphoideae
(Fan palm subfamily / Schopfpalmenähnliche / Sous-famille incluant le palmier éventail)
Coccothrinax argentea (Lodd. ex Schult. & Schult. f.) Sarg. ex Becc.



Trees of paradise

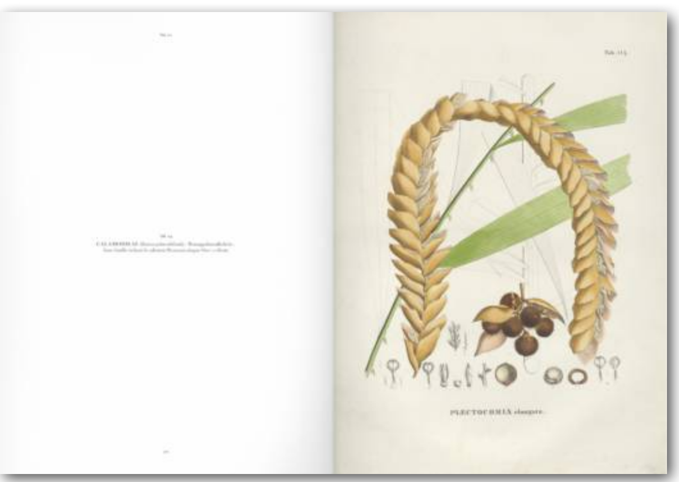
Groundbreaking 19th century palm illustrations



XL FORMAT

Carl Friedrich Philipp von Martius
The Book of Palms
H. Walter Lack
Hardcover, 3 fold-outs, format: 31.4 x 43.5 cm (12.4 x 17.1 in.), 412 pp.
€ 99.99 / $ 150 / £ 99.99





In his epic work, *Historia naturalis palmarum: opus tripartitum* (*Natural History of Palms: a work in three volumes*) Carl Friedrich Philipp von Martius (1794–1868) outlined the modern classification of palm, produced the first maps of palm biogeography, described all the palms of Brazil, and collated the sum of all known genera of the palm family. Featuring 240 exquisite chromolithographic and colored illustrations, including landscape views of palm habitats and botanical dissections, the folio is unusual in its inclusion of cross-sectioned diagrams, conveying the architecture of these mighty trees, which central Europeans would have found hard to imagine accurately. Equally remarkable are the color landscapes showing various palms – often standing alone – which have a simple and elegant beauty. This famous work is an unrivaled landmark in botanic illustration and taxonomy.

Bentinckia condapanna Berry ex Roxb.



BENTINKIA Coddapanna.

Think green

Design for the future—over 180 brilliantly conceived and elegant new products that put sustainability first



"The choices we make, especially now, can directly or indirectly influence an enormous chain of events which, in turn, could have a negative or positive impact on our planet and on our lives."

—Dalcacio Reis



Product Design in the Sustainable Era
Julius Wiedemann (Ed.), Dalcacio Reis
Flexicover with flaps, format: 19.6 x 24.9 cm (7.7 x 9.8 in.), 440 pp.
only € 29.99 / $ 39.99 / £ 24.99

This book brings together over 180 innovative and award-winning sustainable projects from over 20 countries, launched by leading design offices and companies worldwide, including IDEO, IBM, and New Deal Design. Featuring reusable products from water bottles and diapers to solar- and wind-powered goods; clocks that run by reacting with soil; air and water purifiers; coffins and urns for sustainable funerals; paper made from elephant and sheep dung—as well as eco-friendly chocolates, bikinis, guitars, energy efficient appliances and much more—this is a state-of-the-art update on the sustainable revolution in product design.





Dell Studio Hybrid, 2008



Check in and bliss out

The first volume in a series on the world's most memorable hotels

Juvet Landskapshotell, Valldal, Norway
Photo © Knut Slinning & Jan Olav Jensen, supplied by the hotel

TASCHEN's Favourite Hotels. Vol. 1
Angelika Taschen (Ed.)
Christiane Reiter
Flexicover with flaps, format: 19.6 x 24.9 cm (7.7 x 9.8 in.), 416 pp.
€ 29.99 / $ 39.99 / £ 27.99

Take a trip through 72 of the world's most enchanting, welcoming, and unforgettable hotels chosen by style expert Angelika Taschen. Some are sleek and minimal, others unashamedly plush and traditionally luxurious; whether you prefer a secluded rural retreat or the pulsing center of the urban experience, you'll find a room—or suite—to your taste. However, what all these establishments share is personality, atmosphere, sophistication, and a great location. Though their rooms range from modest to extravagant, all of them represent excellent value, no matter which end of the price scale, from two to five star hotels.

The clash of the crusaders

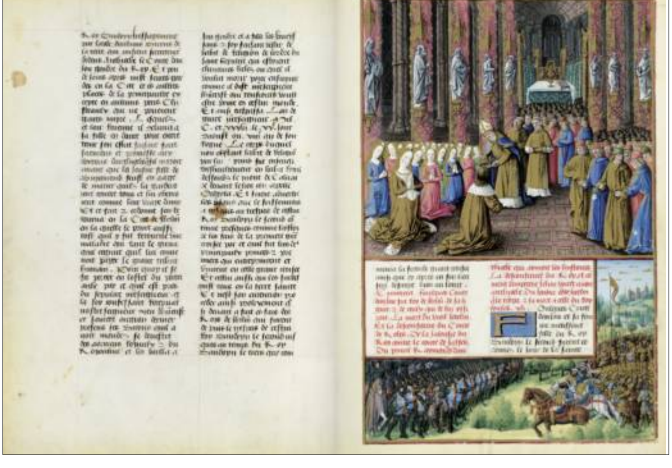
A rare 15th century account of France's campaigns for the Holy Land

> "For those history aficionados, this is the ultimate."
>
> —*Australian Financial Review*, Sydney

Completed around 1474 as a commission for Champagne governor Louis de Laval, Sébastien Mamerot's *Expeditions to Outremer* is a collection of texts and illustrations describing the dramatic crusades from the 11th century through 1462. It is from the original manuscript held by the Bibliothèque nationale de France in Paris that TASCHEN's painstaking and complete reprint is made, accurate down to the color of the medieval gold heightening. Readers can now pore over the meticulously reproduced illuminated miniatures by Jean Colombe of battles, church scenes, funerals, religious ceremonies, coronations, and royal proceedings that trace centuries of merciless and era-defining crusades whose effects can still be felt in the world today.

Sébastien Mamerot
Les Passages d'Outremer.
A Chronicle of the Crusades
Thierry Delcourt, Fabrice Masanès, Danielle Quéruel
Hardcover, 2 vols. in a slipcase, format: 23 x 32 cm (9.1 x 12.6 in.), 816 pp.
€ 99.99 / $ 150 / £ 99.99











The Wright stuff

The definitive publication on America's greatest architect

Frank Lloyd Wright
Complete Works 1917-1942
Peter Gössel (Ed.), Bruce Brooks Pfeiffer
Hardcover, format: 40 x 31 cm
(15.7 x 12.2 in.), 488 pp.
€ 150 / $ 200 / £ 135

Taliesin West, Scottsdale, Arizona,
entry with light tower and fountain, 1951
Photo © Ezra Stoller/esto

“It’s irresistible: a presentation of every commission Wright accepted during the last 16 years of his life.”

—San Francisco Chronicle on *Frank Lloyd Wright: 1943–1959*

Frank Lloyd Wright (1867-1959) is widely considered the greatest American architect of all time; his work ushered in the modern era and remains highly influential today—half a century after his death. TASCHEN’s three-volume monograph covers all his designs (numbering approximately 1100), realized and unrealized. This second volume explores the period after World War I, beginning with the Imperial Hotel in Tokyo and covering Wright’s quest to design affordable houses with systematic construction methods and the Usonian concept house, with the forest-sited villa Fallingwater being the dramatic climax. Despite personal, professional, and financial turmoil, Wright emerged from this era with reputation restored and vitality renewed, while his Usonian homes began to alter the way Americans lived.

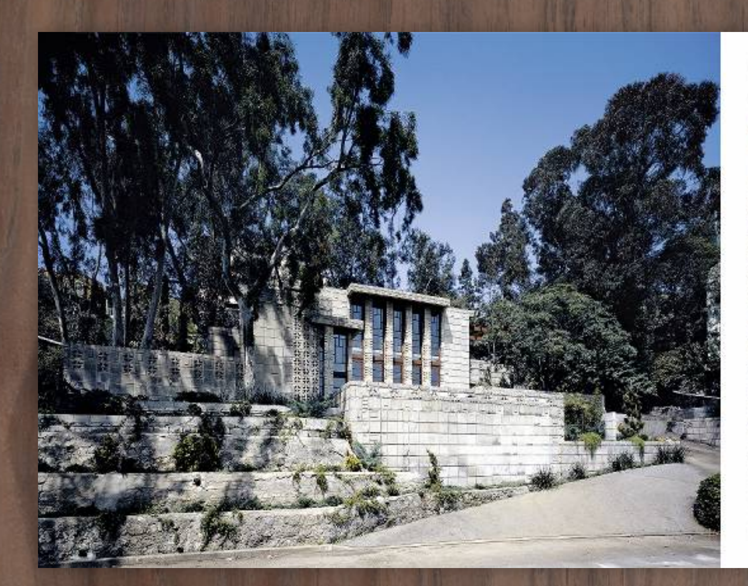


Also available:

Available Fall 2010

Opposite page:
"Saguaro Forms and Cactus Flowers",
cover design for *Liberty Magazine*, 1927

> "This volume is an essential piece of the puzzle to understanding the man behind some of the world's most influential and innovative designs."
>
> —*The Specifier*, Sydney





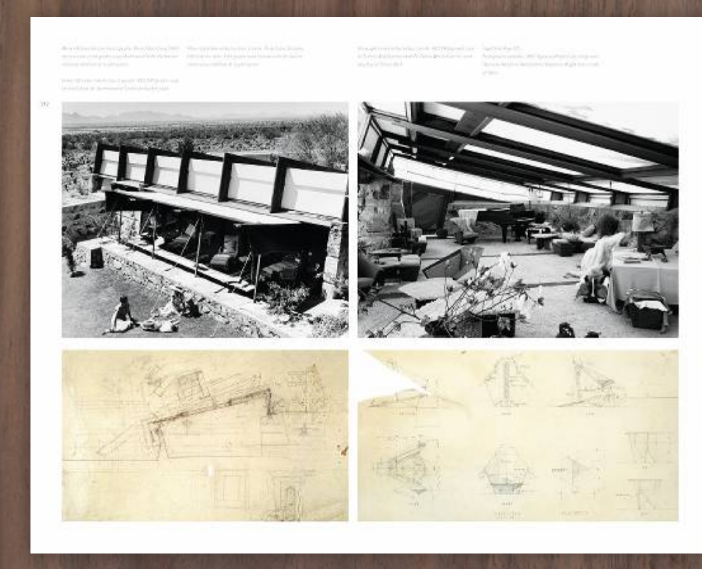




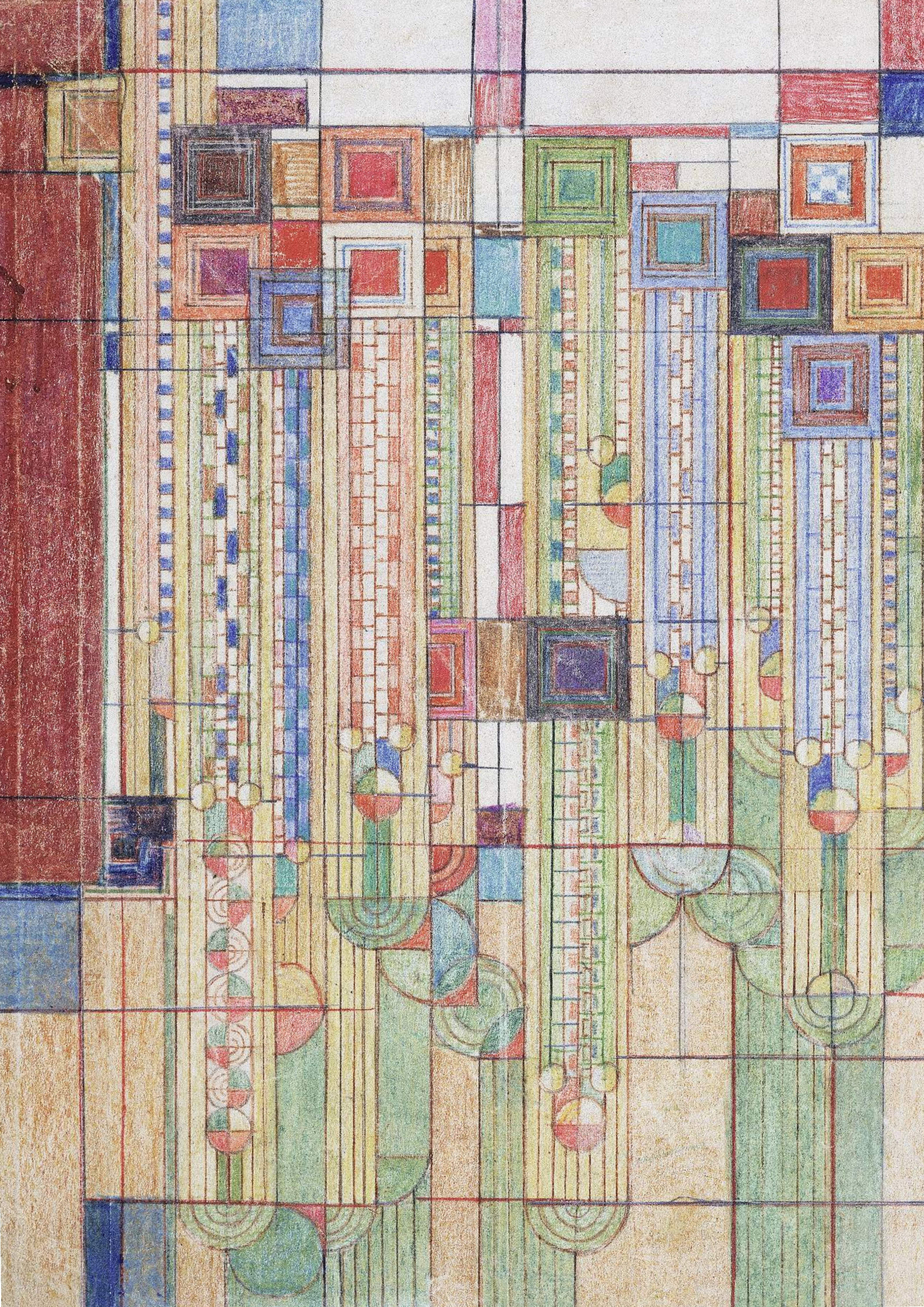






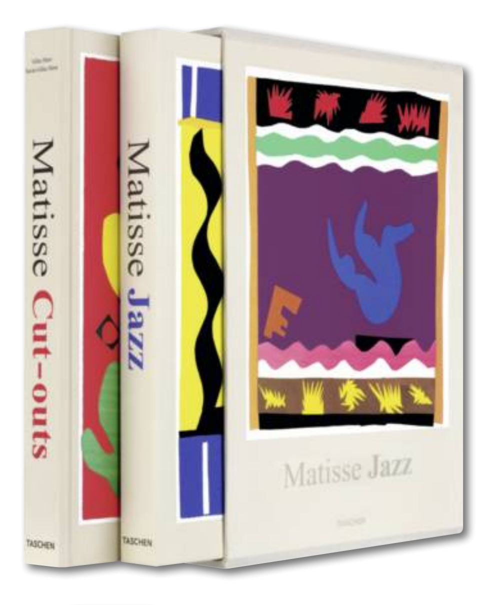






Drawing with scissors

A compendium of Matisse's revolutionary late-period work, plus a flawless facsimile of *Jazz*



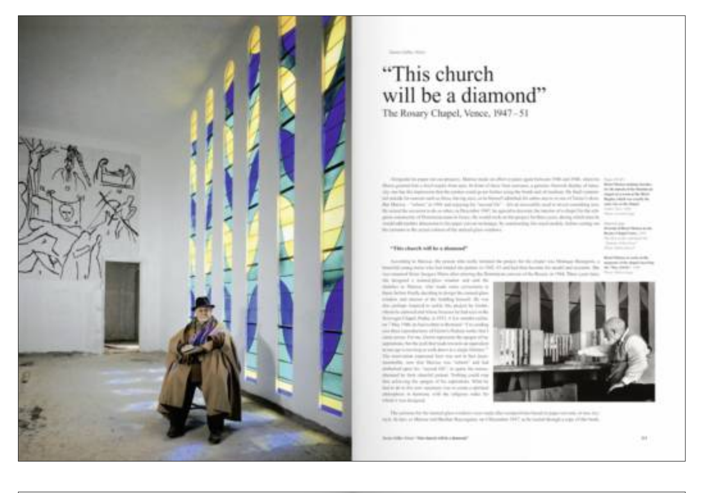
Printed in 18 colors, the facsimile volume allows readers to experience *Jazz* in its original 1947 unbound form.

Made when Henri Matisse (1869–1954) was nearing 80 years of age, his gouaches decoupées (cut-outs) represented a revolution in modern art. Printed on paper similar to the 1947 edition, Volume 1 of this publication is the facsimile of *Jazz* in its original, unbound form. As with the original, this reprint is unbound and folded in signatures of 4 pages. It is protected by a French folded jacket and a hard-backed cover. The second volume provides a thorough historical context to Matisse's cut-outs, tracing their roots in his 1930 trip to Tahiti, through to his final years in Nice. Also included are other pivotal works from his later career, as well as rare and historic photographs by and of Matisse.



Henri Matisse, Cut-outs: Drawing with Scissors
Gilles Néret, Xavier-Gilles Néret
Hardcover, 2 vols. in a slipcase, format: 28.6 x 37.4 cm (11.3 x 14.7 in.), 486 pp.
€ 150 / $ 200 / £ 135









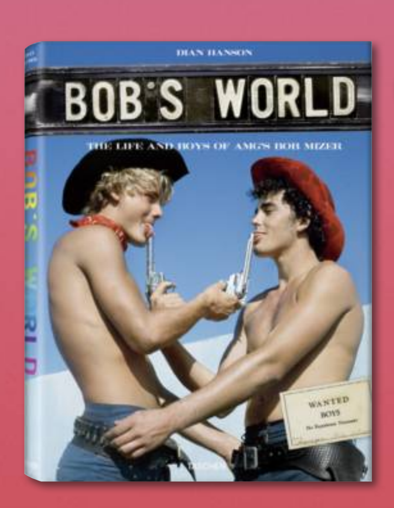
Psychedelic sirs

Bob Mizer's sexy studs in vivid color

Bob Mizer spent 48 years making photos and films for his Athletic Model Guild, and 41 years publishing *Physique Pictorial*, America's first, and most explicitly gay physique magazine (republished in its entirety by TASCHEN in 1997). Sometimes called the Hugh Hefner of gay publishing for this pioneering magazine, Mizer influenced figures in art and society from David Hockney – who first came to America partly to meet Bob Mizer – to California governor Arnold Schwarzenegger, who modeled for Mizer in 1975. This is the first book to celebrate the full color, deliriously uninhibited carnival of late-period Mizer, with over 250 photos and a one-hour DVD of Mizer films spanning 1958–1980, specially edited for this edition.

"...We're super stoked for *Bob's World*, a new collection of photographer Bob Mizer's later color work. It's totally groovy."

—*Fleshbot.com*, New York





Bob's World:
The Life and Boys of AMG's Bob Mizer
Dian Hanson
Hardcover, DVD, format:
24.5 x 32 cm (9.6 x 12.6 in.),
288 pp.
only € 39.99 / $ 59.99 / £ 34.99

Bill Murphy



Panic, Normandy 1991
© Ellen von Unwerth



"This book is a ballad to my favorite subject *Fräulein*. In short, women you want to meet and who you'd like to dream about."

—Ellen von Unwerth

They're not your girls next door

Fashion and fetish in a female fantasyland

Switching effortlessly between color and immaculate black and white, Ellen von Unwerth's photography revels in sexual intrigue, femininity, romance, fetishism, kitsch humor, decadence, and sheer joie de vivre. Whether nude or in lingerie and a dazzling smile, her subjects are never objectified. Some flaunt personal fantasies; others are guarded, suggesting that we have stumbled into a secret world. Fashion and fantasy were never so enchantingly combined. This celebration of our era's sexiest female icons includes Claudia Schiffer, Kate Moss, Vanessa Paradis, Britney Spears, Eva Mendes, Lindsay Lohan, Dita von Teese, Adriana Lima, Carla Bruni, Eva Green, Christina Aguilera, Monica Bellucci and dozens more.

Ellen von Unwerth. Fräulein
Ingrid Sischy, introduction
Hardcover in a clamshell box,
format: 30 x 40 cm (11.8 x 15.8 in.)
Limited to 1,700 numbered copies in three editions, 482 pp., 3 fold-outs,

Art Edition No. 1–100
(*Peaches*, Rouilly le Bas 2002)
Limited to 100 signed and numbered copies, including a silver gelatin print signed by Ellen von Unwerth.
€ 1,250 / $ 1,800 / £ 1,000

Art Edition No. 101–200
(*Fräulein*, Rouilly le Bas 2002)
Limited to 100 signed and numbered copies, including a digital chromogenic print signed by Ellen von Unwerth.
€ 1,250 / $ 1,800 / £ 1,000

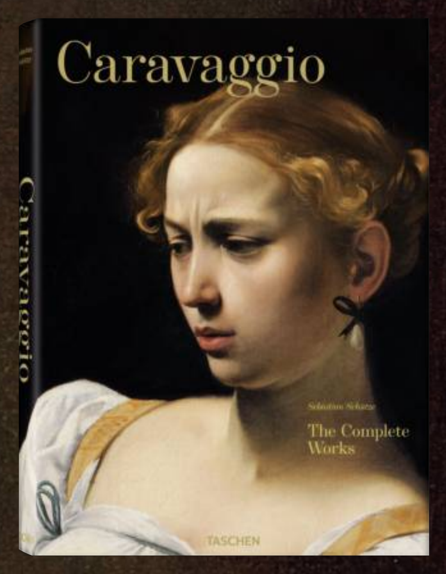
No. 201–1,700
Limited to 1,500 signed and numbered copies
€ 500 / $ 700 / £ 450

Sublime blasphemy?

The complete œuvre of the dark genius who revolutionized European painting

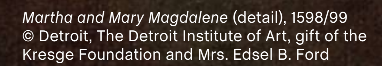
> "The reproductions are excellent, the details often breathtakingly vivid and beautifully chosen. The sturdiness of the binding is such that the cover closes with the same satisfying thunk as the door of a Mercedes saloon."
>
> —*Royal Academy of Arts Magazine*, London

Caravaggio. The Complete Works
Sebastian Schütze
Hardcover, 3 fold-outs
format: 29 x 39.5 cm (11.4 x 15.6 in.),
306 pp.
€ 99.99 / $ 150 / £ 99.99



XL FORMAT

Michelangelo Merisi da Caravaggio (1571–1610) was a legend even in his own lifetime. Celebrated by some for his naturalism and his revolutionary pictorial inventions, he was considered by others to have destroyed painting. Few other artists have provoked such controversy and so many contradictory interpretations right up to modern times. Just in time for the 400th anniversary of his death, this new catalogue raisonné offers a detailed overview of the artist's work based on the latest research. Every painting is reproduced in large-scale format, with spectacular details that offer dramatic close-ups and set new standards in print quality. New photographs of the works enable the smallest details to be reproduced on a large scale for the first time.

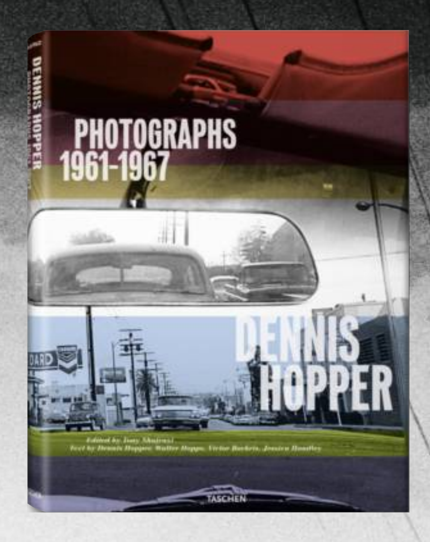


Martha and Mary Magdalene (detail), 1598/99
© Detroit, The Detroit Institute of Art, gift of the Kresge Foundation and Mrs. Edsel B. Ford



The many worlds of Dennis Hopper

A reluctant icon captures a decade of cultural transformation



XL FORMAT

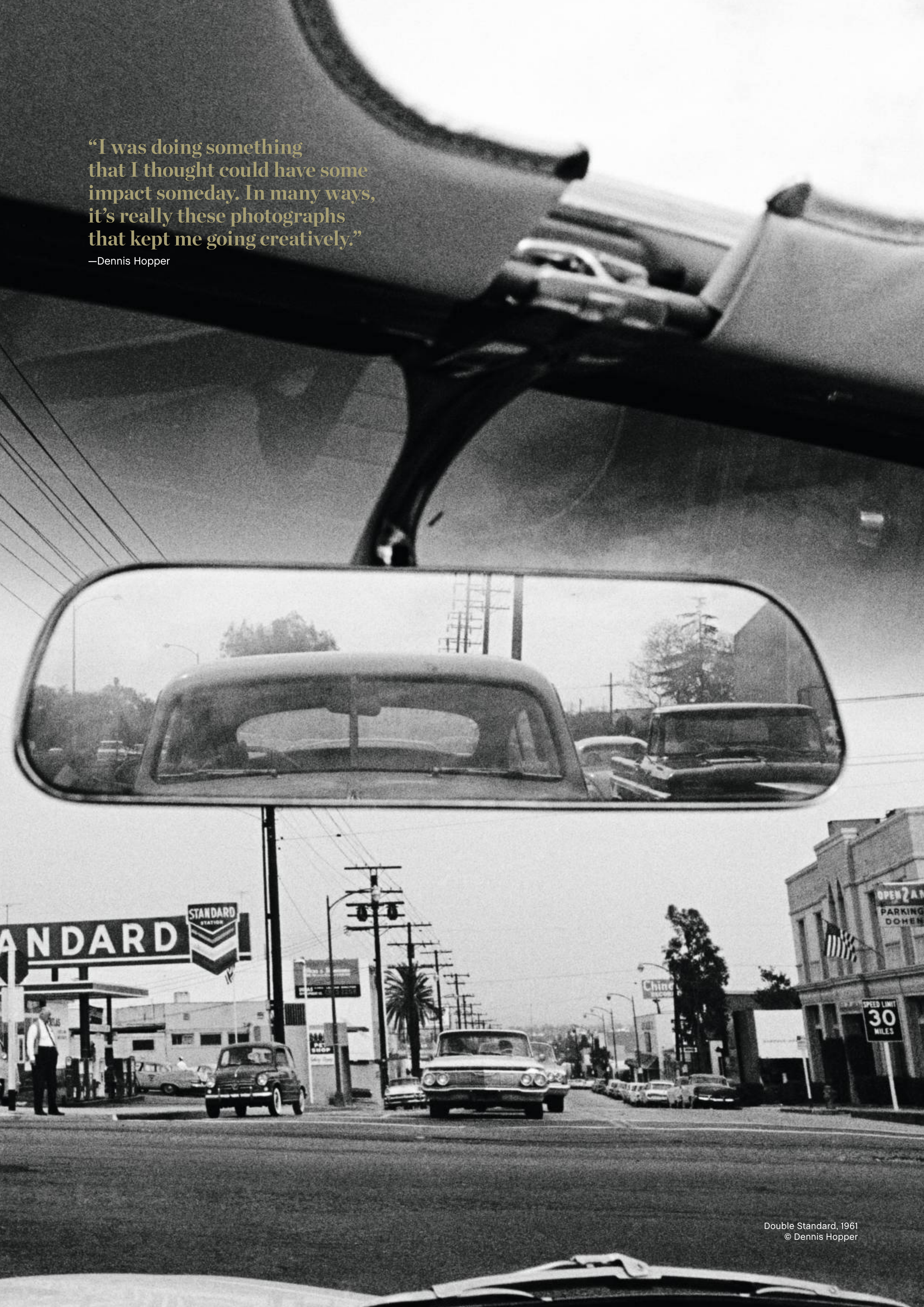
Dennis Hopper: Photographs 1961–1967
Tony Shafrazi (Ed.), Victor Bockris, Walter Hopps, Jessica Hundley
Hardcover in a box, format: 33 x 44 cm (13 x 17.3 in.), 546 pp.

Art Edition, No. 1–100 (*Biker Couple*, 1961/2009)
Limited to 100 numbered copies, each signed by Dennis Hopper. Includes a gelatin silver print (see following page), format: 35.5 x 28 cm (14 x 11 in.)
€ 1,500 / $ 2,000 / £ 1,250

SOLD OUT

No. 101–1,600
Limited to 1,500 copies, each signed by Dennis Hopper.
€ 750 / $ 1,000 / £ 650

During the 1960s, Dennis Hopper carried a camera everywhere—on film sets and locations, at parties, in diners, bars and galleries, driving on freeways and walking on political marches. He photographed movie idols, pop stars, writers, artists, girlfriends, and complete strangers. From a selection of photographs compiled by Hopper and gallerist Tony Shafrazi—more than a third of them previously unpublished—this extensive volume distills the essence of Hopper's brilliantly prodigious photographic career. With essays by Tony Shafrazi and Walter Hopps, as well as excerpts from interviews with Hopper's famous subjects, friends, and family, this volume is an unprecedented exploration of the life and mind of one of America's most fascinating personalities.



"I was doing something that I thought could have some impact someday. In many ways, it's really these photographs that kept me going creatively."

—Dennis Hopper

Double Standard, 1961
© Dennis Hopper

Music for the eyes

The album cover's founding father





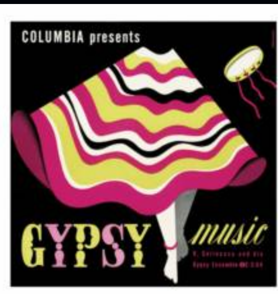
Alex Steinweiss: The Inventor of the Modern Album Cover
Kevin Reagan (Ed.), Steven Heller
Hardcover in a slipcase,
format: 39.6 x 33 cm (15.6 x 13 in.), 422 pp.

Art Edition, No. 1–100
Limited to 100 numbered copies, signed by Alex Steinweiss. Comes with a limited-edition serigraph print, *The Firebird Suite* (1957/2009), signed by the artist.
Format: 33 x 33 cm (13 x 13 inches)
€750 / $1,000 / £650

Collector's Edition No. 101–1,600
Limited to 1,500 numbered copies, each signed by the artist.
€ 350 / $ 500 / £ 300

In 1940, as Columbia Records' young new art director, Alex Steinweiss invented the album cover as we know it. His covers for Columbia—combining bold typography with modern, elegant illustrations—took the industry by storm and revolutionized the way records were sold. Over three decades, Steinweiss made thousands of original artworks for classical, jazz, and popular record covers for Columbia, Decca, London, and Everest; as well as logos, labels, advertising material, even his own typeface, the Steinweiss Scrawl. This retrospective, made in collaboration with the artist, focuses not only on his iconic cover art, but also on his posters for the U.S. Navy, packaging and label design for liquor companies, film title sequences, and fine art.

Ludwig van Beethoven's
Piano Concerto No. 5 in E-Flat, 1942
Courtesy Alex Steinweiss









“I love music so much . . .
I wanted people to look at the artwork and hear the music.”

—Alex Steinweiss

The Lunar Rock Edition by Marc Newson

A piece of the moon: one of the rarest substances on Earth



The Lunar Rock Edition by Marc Newson is limited to 12 copies only (edition no. 1958–1969).

The design concept is inspired by the Apollo 11 LEM (lunar excursion module). Each book is contained in a LEM-inspired case whose surface is an actual 3D topography of the Moon made from a single piece of aluminum (size: 523 x 596 x 347 mm, weight: 22 kilograms), and is accompanied by a separately packaged piece of lunar rock.

Specifications and prices available on request. Please check website for more details.

Marc Newson is one of the most accomplished and influential designers of our time. He has worked across a wide range of disciplines to create everything from chairs, household objects, a concept car to restaurants, interiors of private and commercial jets and a spaceplane, designed for EADS Astrium, the fulfillment of a lifelong personal ambition.



Each copy also includes a copy of Norman Mailer's *MoonFire* and a Plexiglas-framed print, signed by Buzz Aldrin (format: 32.5 x 40 cm / 12.8 x 15.7 in.)

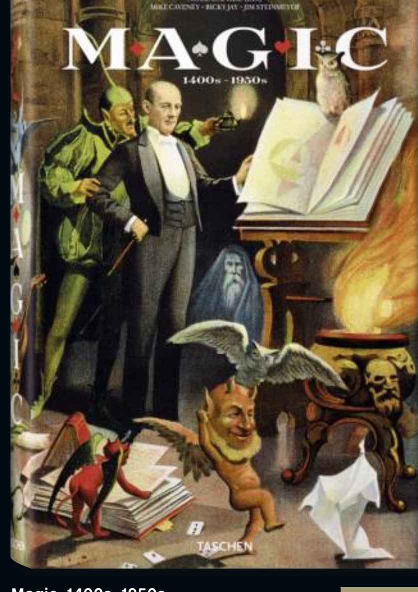
Meteorites from the moon are exceptionally rare. There are only 58 lunar meteorites known and their total combined weight is less than 30 kilograms, making them millions of times rarer than gem-grade diamonds. However, most of the lunar meteorites reside in museum collections and research institutions, leaving only 10 kilograms or so available to collectors worldwide. Since acquiring an Apollo Moon rock is impossible, the only realistic way to own a piece of the Moon is to acquire a lunar meteorite.
In order for a piece of moon rock to get to the Earth, it must be blasted off the lunar surface with enough velocity (approximately 5,400 miles per hour) to escape the moon's gravity. Less than one in a trillion meteors that enter the Earth's atmosphere reaches the surface, which explains the incredible rarity of extraterrestrial rocks on our planet.

Each of the 12 Lunar Rock Editions comes with an authentic and documented specimen of lunar rock, all ranging in weight, size and coloration.
Copy no. 1,969 includes a complete Lunar Meteorite weighing in at 348 grams. One of the largest lunar meteorites ever found on Earth, this is an extremely rare item as nearly all meteorites have been cut into smaller portions for sale or study.



Illusion, enchantment, and wonder

The world's greatest magicians from the Middle Ages through the 1950s



Magic, 1400s–1950s
Noel Daniel (Ed.), Mike Caveney, Ricky Jay, Jim Steinmeyer
Hardcover, format: 29 x 44 cm (11.4 x 17.3 in.), 650 pp.
€ 150 / $ 200 / £ 135



> "A new history of the art that covers nearly 500 years of conjuring in performance."
> —*Magic Magazine*, Las Vegas

This book celebrates more than 500 years of the dazzling visual culture of the world's greatest magicians. Featuring more than 1,000 rarely seen vintage posters, photographs, handbills, and engravings as well as paintings by Hieronymus Bosch and Caravaggio among others, this 650-page volume traces the history of magic as a performing art from the 1400s to the 1950s. *Magic, 1400s–1950s* explores the evolution of the magician's craft, from medieval street performers to the brilliant stage magicians who gave rise to cinematic special effects; from the 19th century's Golden Age of Magic to groundbreaking daredevils like Houdini and the early 20th century's vaudevillians.



Right page: Howard Thurston, 1916.
From the George and Sandy Daily Collection.



The life and times of Hugh M. Hefner

An illustrated autobiography with highlights from *Playboy*'s first 25 years

"The interesting thing is how one guy, through living out his own fantasies, is living out the fantasies of so many other people."

—Hugh Hefner

“The inside story of a dream that came true and a truth that altered the course of American life.”

—*Playboy*, Chicago

Limited to 1,500 sets, each numbered and signed by Hugh Hefner
Six volumes totaling 3,506 pages, packaged in a 10mm-thick Plexiglas box
Features 59 of the hottest Centerfolds in full size, and all 312 covers from the magazine’s first 25 years
Comprehensive overview of artwork and pictorials by all of the important *Playboy* artists and photographers
Contains a facsimile edition of *Playboy*’s groundbreaking first issue, featuring Marilyn Monroe’s iconic nude portrait
Hefner’s text in English with German, French and Spanish translations

Special bonus: includes a 7 x 7 cm piece of Hef’s legendary silk pajamas!

Hugh Hefner’s Playboy
Hardcover, 6 vols. in an acrylic box, format: 22.3 x 31.2 cm (8.8 x 12.3 in.), 3,506 pp.
Limited edition of 1,500 signed and numbered copies
€ 1,000 / $ 1,300 / £ 900

This sumptuous six-volume anthology celebrates the decadence, sophistication and wit of the original men’s magazine and its creator. Hugh Hefner’s *Playboy* highlights the extraordinary years from 1953 to 1979, with a selection of each era’s spiciest centerfolds and writing by literary icons Gore Vidal, Norman Mailer, Jack Kerouac and Ray Bradbury, as well as some of the most important *Playboy* Interviews, including Martin Luther King, John Lennon, Richard Nixon, and Roman Polanski. A wealth of never-before-seen ephemera from Hefner’s personal archives includes original artwork, cartoons and correspondence, and 700 pages of autobiographical text about his youth, military service, early career as a cartoonist, numerous girlfriends and eventual success with *Playboy*. A vast selection of personal photos—many previously unseen—include behind-the-scenes shots from the Playboy Mansion, Playboy Clubs, and the Big Bunny jet. This is the definitive history of *Playboy* and its legendary founder.





Left page: Hugh Hefner with the first copy of *Playboy*, Los Angeles 2009 © Elayne Lodge

Collector's Editions

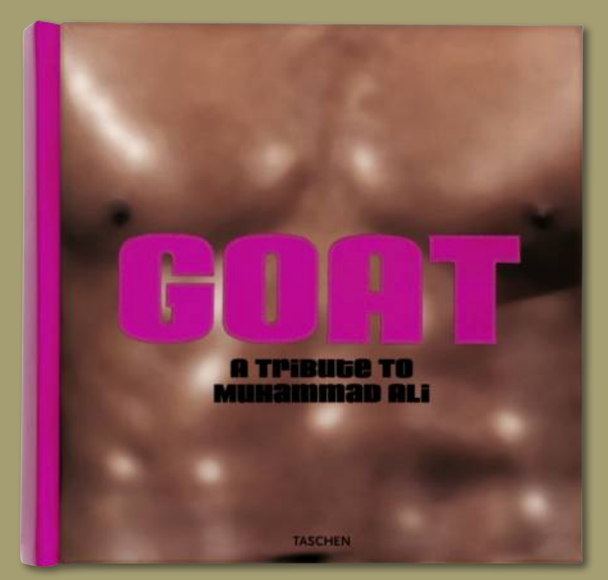


"... the biggest, heaviest, most radiant thing ever printed in the history of civilization."
– *Der Spiegel*, Hamburg

"TASCHEN pioneered the concept of very expensive, very grand collector's editions ... In creating these rarefied works, TASCHEN elevates photography books to a new status and desirability."
—*Photo District News*, New York



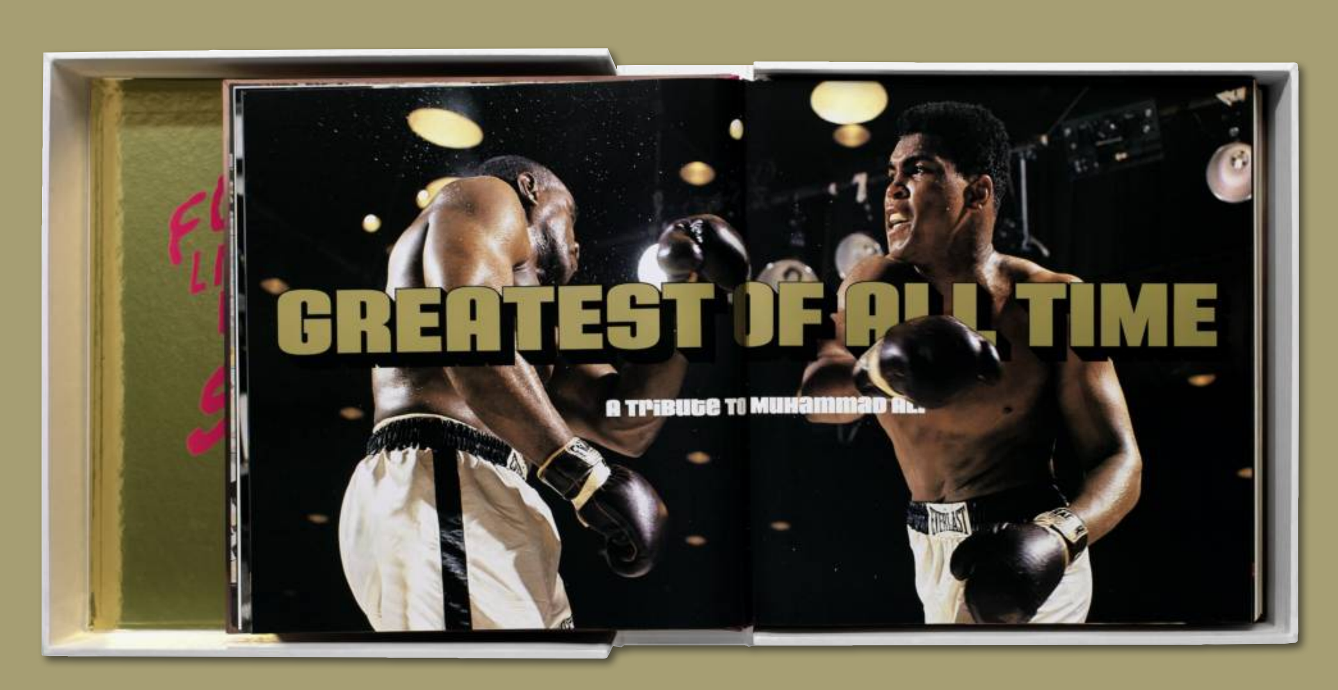
The GOAT team with Muhammad Ali at the Frankfurt Book Fair, October 2003.

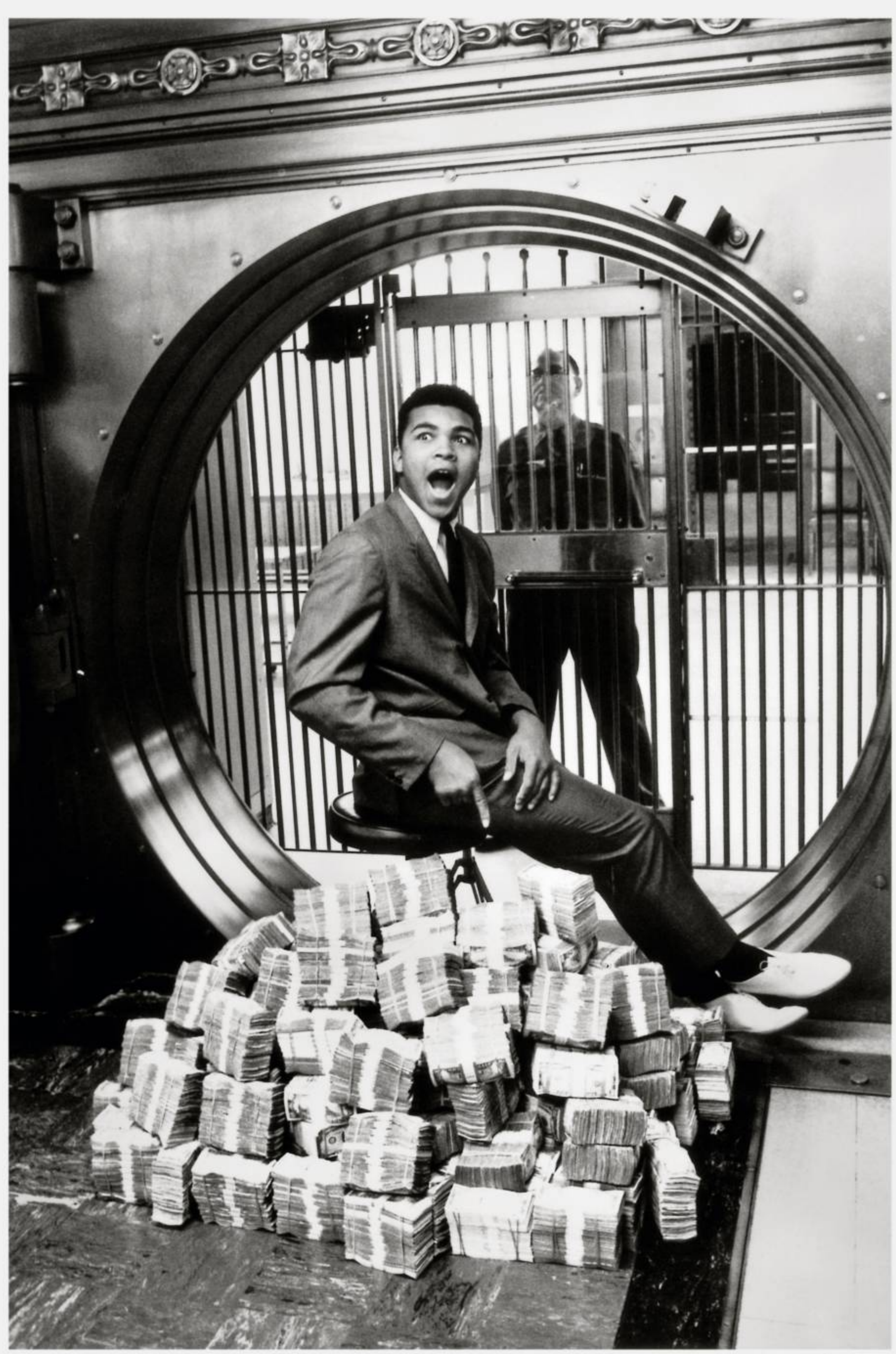


GOAT: A Tribute to Muhammad Ali
Benedikt Taschen (Ed.) / Principal photography Howard L. Bingham and Neil Leifer / Hardcover in a box, format: 50 x 50 cm (19.7 x 19.7 in.), 792 pp.

Champ's Edition, No. 1–1,000
Limited to 1,000 numbered copies, signed by Muhammad Ali and Jeff Koons. Accompanied by four gallery-quality silver gelatin prints signed by photographer Howard L. Bingham and Muhammad Ali. Every "Champ's Edition" comes with the sculpture Radial Champs by Jeff Koons in the size 175 x 170 cm (69 x 67 in.).
€ 10,000 / $ 15,000 / £ 9,000

Collector's Edition, No. 1,001–10,000
Limited to 9,000 numbered copies, signed by Muhammad Ali and Jeff Koons. Every "Collector's Edition" comes with the photo-litho Radial Champs by Jeff Koons in the size 50 x 40 cm (20 x 16 in.).
€ 3,000 / $ 4,500 / £ 2,500





Howard Bingham, *Sitting on a Million Dollars*, 1963
One of four silver gelatin prints from the Champ's Edition,
50 x 50 cm (20 x 20 in.), signed by Howard L. Bingham and
Muhammad Ali. Please check website for more details.

> “The most resourceful abstract painter alive.”
>
> —Peter Schjeldahl, *The New Yorker*



Galerie Max Hetzler, Berlin, 2008.
Photo: © Holger Niehaus

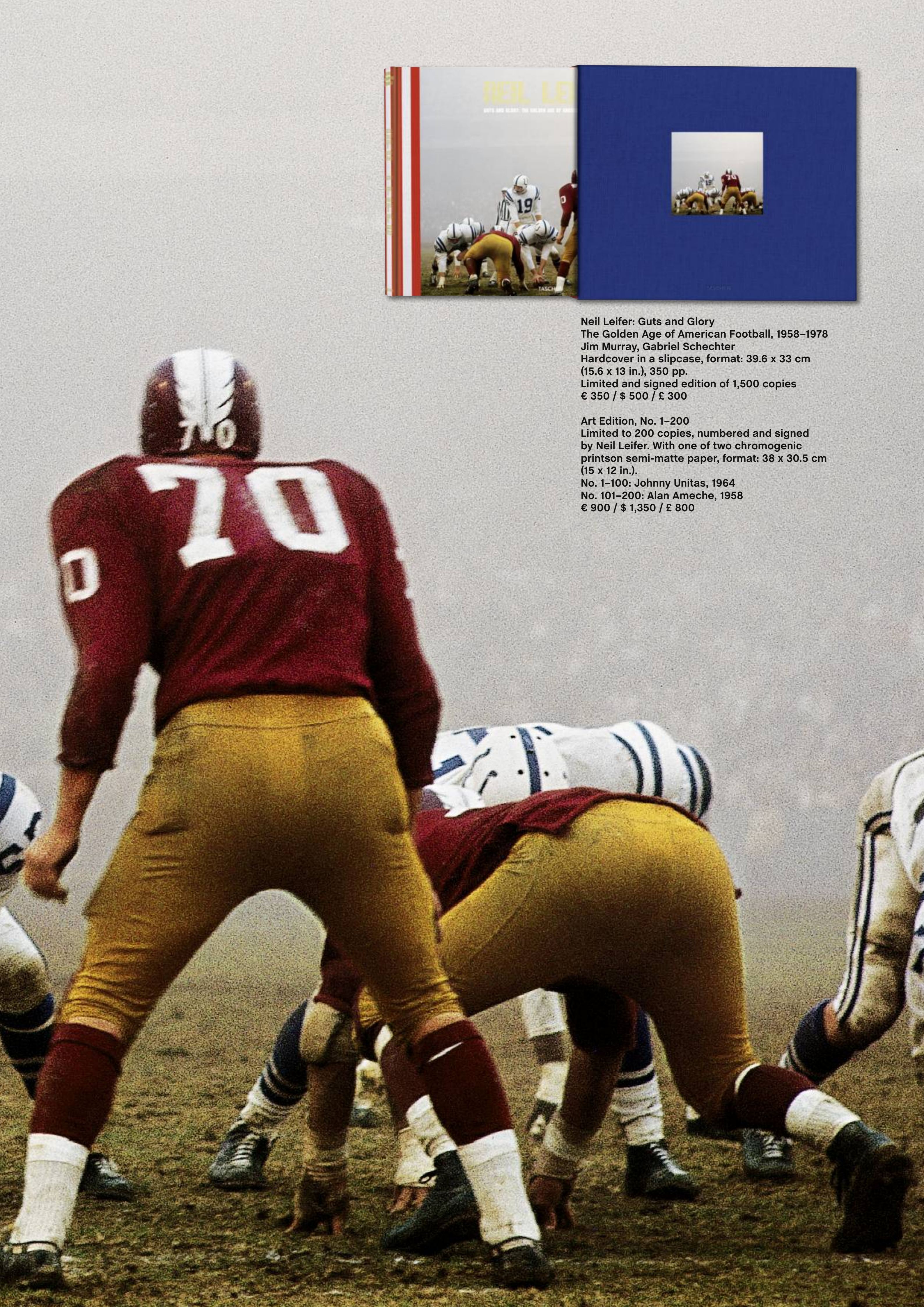


XL FORMAT

Albert Oehlen
Hans Werner Holzwarth (Ed.)
Klaus Kertess, Roberto Ohrt,
John Corbett, Martin Prinzhorn
Hardcover in a clamshell box,
format: 33 x 44 cm
(13 x 17.3 in.), 660 pp.
Limited to 1,100 copies
in two editions
€ 750 / $ 1,000 / £ 650

Art Edition
Hardcover in a clamshell box,
with a signed and numbered print,
format: 33 x 44 cm (13 x 17.3 in.), 660 pp.
€ 3,000 / $ 4,500 / £ 2,500

Johnny Unitas, 1964
Limited edition of 100 copies. Chromogenic print on semi-matte paper, 38 x 30.5 cm (15 x 12 in.), signed by Neil Leifer.



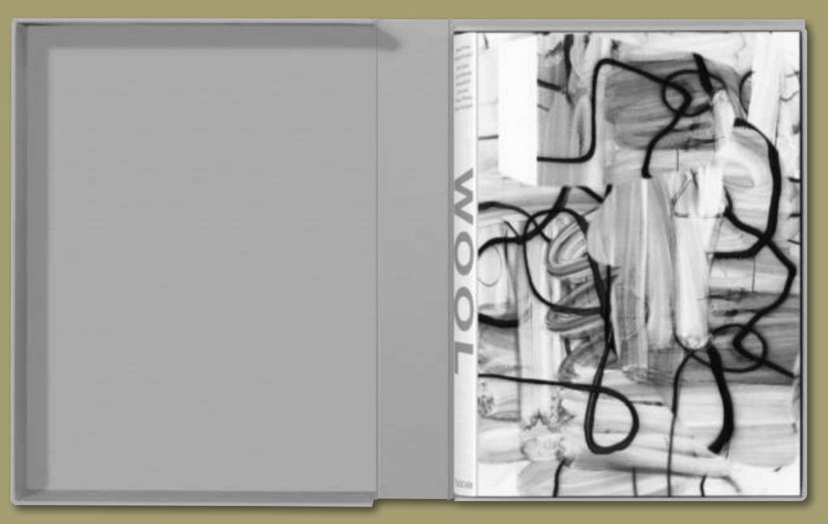
Neil Leifer: Guts and Glory
The Golden Age of American Football, 1958–1978
Jim Murray, Gabriel Schechter
Hardcover in a slipcase, format: 39.6 x 33 cm (15.6 x 13 in.), 350 pp.
Limited and signed edition of 1,500 copies
€ 350 / $ 500 / £ 300

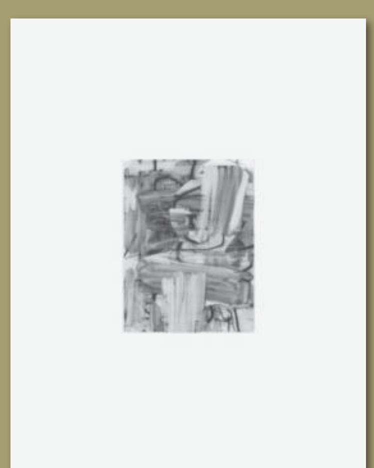
Art Edition, No. 1–200
Limited to 200 copies, numbered and signed by Neil Leifer. With one of two chromogenic printson semi-matte paper, format: 38 x 30.5 cm (15 x 12 in.).
No. 1–100: Johnny Unitas, 1964
No. 101–200: Alan Ameche, 1958
€ 900 / $ 1,350 / £ 800

Collector's Editions



"The most exquisite books on the planet."
—*Wallpaper**, London





Christopher Wool
Hans Werner Holzwarth (Ed.)
Hardcover in a clamshell box,
format: 33 x 44 cm (13 x 17.3 in.),
426 pp.

Art Edition, No. 1–100
Limited to 100 numbered copies,
each signed by Christopher Wool with
a silkscreen print.
Paper size 43.2 x 55.0 cm/17 x 22 in.
Image size 15.2 x 19.8 cm/6 x 7.8 in.
€ 3,000 / $ 4,500 / £ 2,500

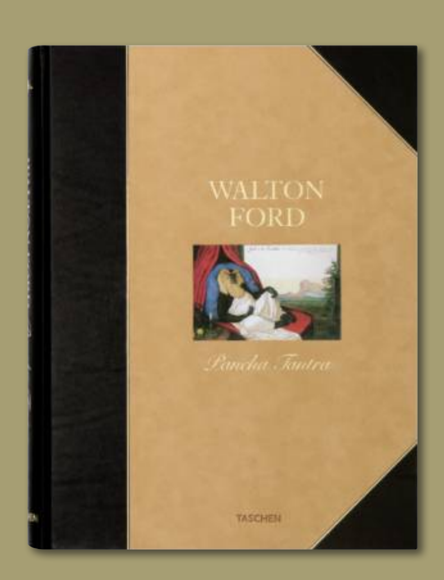
No. 101–1,100
Limited to 1,000 numbered copies,
each signed by Christopher Wool.
€ 750 / $ 1,000 / £ 650



Also available:
Leni Riefenstahl Nuba portfolio, consisting
of six images, each limited to an edition of
10 lambda crystal archive/ diaplex prints,
numbered, titled and individually signed by
Leni Riefenstahl. Mounted under plexiglass
in black frame, format: 198 x 135 cm
(78 x 53.1 in.).
€ 20,000 / $ 30,000 / £ 17,500

Please check www.taschen.com
for more details.

Africa. Leni Riefenstahl
Angelika Taschen, interview by
Kevin Brownlow
Hardcover in a box, format: 34.5 x 50 cm
(13.4 x 19.7 in.), 564 pp.
Limited edition of 2,500 numbered copies,
signed by Leni Riefenstahl.
€ 2,500 / $ 4,000 / £ 2,250



Walton Ford: Pancha Tantra
Bill Buford, introduction
Hardcover, with a leather spine and corners
with gold embossing, packaged in a clamshell box,
format: 37.5 x 50 cm (14.8 x 19.7 in.), 12 horizontal
and 4 vertical fold-outs, 354 pp.
Limited edition of 1,500 numbered copies,
signed by Walton Ford.
€ 1,250 / $ 1,800 / £ 1,000

Araki
Jérôme Sans, interview
Hardcover in a box, format: 34.5 x 50 cm (13.4 x 19.7 in.), 636 pp.
Limited edition of 2,500 numbered copies, signed by Araki.
€ 2,500 / $ 4,000 / £ 2,250









Vanessa del Rio
Fifty Years of Slightly Slutty Behavior
Dian Hanson
Hardcover in a clamshell box, with an original, 140 minute DVD documentary, format: 30 x 30 cm (11.8 x 11.8 in.), 396 pp.

Art Edition, No. 1–200
Limited to 200 numbered copies, signed by Vanessa del Rio. With a signed water-color lithograph by Robert Crumb.
€ 1.000 / $ 1.500 / £ 900

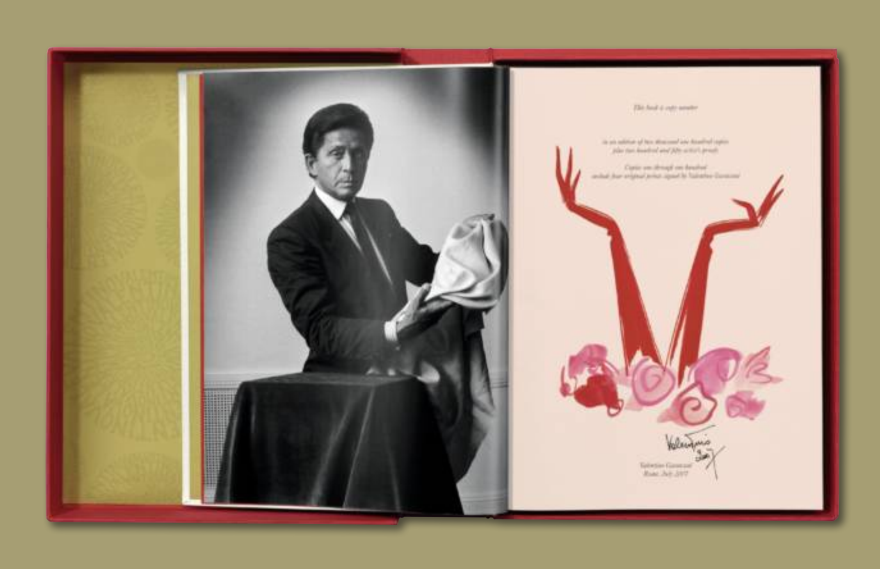
No. 201–1,100
Limited to 1,300 numbered copies, signed by Vanessa del Rio.
€ 500 / $ 700 / £ 450

* The TASCHEN Golden Ticket inserted at random in one of the 1,500 copies has still not been found! The lucky winner will enjoy an all-expenses paid evening with Vanessa, documented by a world famous photographer! *

Valentino
Una grande storia italiana.
Armando Chitolina (Ed.), Matt Tyrnauer, Suzy Menkes Hardcover in a clamshell box, format: 33 x 44 cm (13 x 17.3 in.), 738 pp.

Art Edition, No. 1–100
Limited edition of 100 numbered copies. Accompanied by four prints of original drawings from the 1950s and 1960s, all signed by Valentino, and authenticated with a stamp on the back. Features gilt-edged pages and is covered in a book cloth with six-color silkscreen printing. Comes in a clamshell box finished in silk cloth.
€ 3,000 / $ 4,500 / £ 2,500

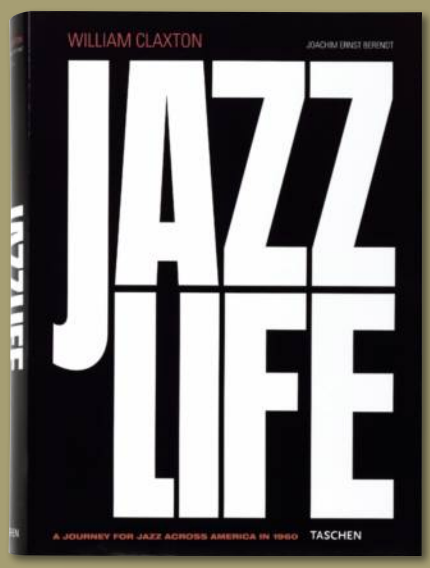
Valentino, No. 101–2,100
Limited edition of 2,000 numbered copies, signed by Valentino Garavani.
€ 1,250 / $ 1,800 / £ 750



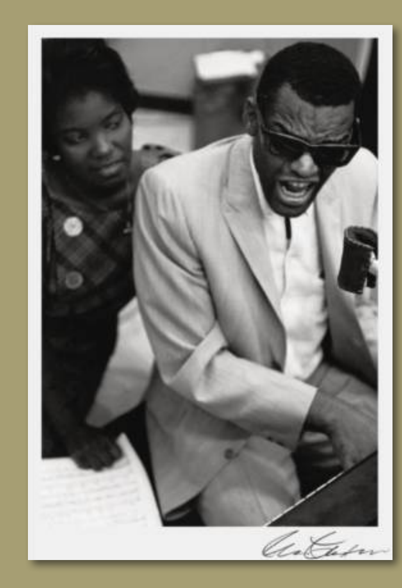
Collector's Editions

"The most exquisite books on the planet."
—*Wallpaper**, London





William Claxton. Jazzlife
Joachim E. Berendt / Hardcover in a cloth-covered box, four ultrachrome prints, CD, format: 29.1 x 40.7 cm (11.5 x 16 in.), 696 pp.
Limited to 1,000 numbered copies, signed by William Claxton and accompanied by four numbered and signed ultrachrome prints in the size 50 x 60 cm (19.6 x 23.6 in.).
Please check website for more details.
€ 1,000 / $ 1,500 / £ 900



"...Surely the most thorough and imaginative visual record of American jazz at mid-century that we'll ever see."
—*Newsweek*, New York

William Claxton, Ray Charles with a Raylette, 1960
One of four ultrachrome prints from the *Jazzlife* limited edition of 1,000 copies. 50 x 60 cm (19.6 x 23.6 in.), signed by William Claxton.
Please check website for more details.





Josef Heinrich Darchinger
Wirtschaftswunder
Germany after the war 1952–1967
Klaus Honnef, Frank Darchinger (Ed.)
Hardcover in a slipcase,
format: 39.6 x 33 cm (15.6 x 13 in.), 290 pp.
Trilingual edition: English/German/French
Limited to 1,000 copies, numbered and signed by the photographer.
With an original signed and numbered photograph Berlin, Reichstag, 1958,
format: 30 x 35.5 cm (11.8 x 13.9 in.).
€ 400 / $ 600 / £ 350



Naomi Harris: America Swings
Richard Prince, Dian Hanson (Ed.)
Hardcover in a clamshell box,
format: 37 x 29 cm (14.6 x 11.4 in.), 256 pp.
Limited to 1,000 copies, numbered and signed by both Naomi Harris and Richard Prince.
€ 350 / $ 500 / £ 300

Art Edition, No. 1–100
Limited to 100 copies, numbered and signed by Naomi Harris and Richard Prince. With one of two chromogenic prints, format: 28 x 35.6 cm (11 x 14 in.), numbered and signed by Naomi Harris.
Please check website for more details.

No. 1–50: *Viking and his Girlfriend*, 2003
No. 51–100: *Broken Leg and Barbecue*, 2004
€ 750 / $ 1,000 / £ 650

"Her work reminds me of the access Diane Arbus had to her subject matter."
—Richard Prince


Beverly Hills
New York
Miami
Berlin



HEADQUARTERS

TASCHEN
Hohenzollernring 53
D–50672 Köln
Tel: +49-221-20 18 00
contact@taschen.com

“TASCHEN: wonderful publisher of sumptuous tomes.”
—*The Times*, London

STORES

Berlin
Friedrichstr. 180-184
Tel: +49-30-253 25 991
store-berlin@taschen.com

Beverly Hills
354 North Beverly Drive
Tel: +1-310-274-4300
store-beverly@taschen.com

Brussels
Place du Grand Sablon
Tel: +32-2-513 80 23
store-brussels@taschen.com

Cologne
Hohenzollernring 28
Tel: +49-221-257 33 04
store-koeln@taschen.com

Copenhagen
Østergade 2A
Tel: +45-33 36 34 37
store-copenhagen@taschen.com

Hamburg
Bleichenbrücke 1-7
Tel: +49-40-80 79 33 02
store-hamburg@taschen.com

Hollywood
Farmers Market
Tel: +1-323-931-1168
store-hollywood@taschen.com

London
12 Duke of York Square
Tel: +44-207-8810795
store-london@taschen.com

Miami
1111 Lincoln Road
Tel: +1-305-538-6185
store-miami@taschen.com

New York
107 Greene Street
Tel: +1-212-226-2212
store-ny@taschen.com

Paris
2, rue de Buci
Tel: +33-1-40 51 79 22
store-paris@taschen.com

For Warehouse Sale (June 2010) and book signings please check website for details.





Dennis Hopper

Hugh Hefner and Benedikt Taschen

David LaChapelle

Valentino Garavani

Claudia Schiffer and Mario Testino

Buzz Aldrin and Benedikt Taschen

Ellen von Unwerth

Bettina Rheims, Serge Bramly and Inge van Bruystegem

Vanessa del Rio

Muhammad Ali and Will Smith

Shigeru Ban

Spike Lee and Neil Leifer



Front cover: Bettina Rheims *Rose, c'est Paris*, 2009
Back cover: *Archangel Michael: And no message could have been any clearer* © David LaChapelle

"[TASCHEN] books don't just break coffee tables, they also crash headlong through perceived barriers between high and low art."

—*The Sunday Times Magazine*, London